Linguistic Landscape in the Tomb of KH Abdul Hamid Pasuruan City: Language Studies in Public Spaces with a Multimodal – Qualitative

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Abstract

Language has a very important role in tourist destinations, including in religious tourism destinations, the Tomb of KH Abdul Hamid, Pasuruan City. As part of the language used in public spaces, the language used in this tourist destination is interesting to study both in terms of form, function, meaning and value. In this regard, this research is an attempt to describe the form, function, meaning and value contained in the language used in the tourist destination. This research was conducted qualitatively using a landscape linguistic (LL) and multimodal approach. Sources of data are the languages found on signboards in public spaces in religious tourism destinations of the Tomb of KH Abdul Hamid, Pasuruan City. Research data were collected by shooting using a digital camera and smartphone camera and analyzed using a multimodal approach with semantic, semiotic, language metafunction theories that were used as benchmarks in describing forms, functions, meanings and cultural values. Based on the data analysis, the findings of this study can be categorized into four groups. First, the forms of language used in the religious tourism destinations of the Tomb of KH Abdul Hamid, Pasuruan City. Second, the function of language in religious tourism destinations, KH Abdul Hamid's Tomb, Pasuruan City. Third, the meaning contained in the languages used in religious tourism destinations, the Tomb of KH Abdul Hamid, Pasuruan City. Fourth, cultural values in the languages used in religious tourism destinations, the Tomb of KH Abdul Hamid, Pasuruan City.

Keywords: *landscape linguistics, multimodal, language forms, language functions, language meaning, religious tourism*

Introduction

Language and tourism are closely related. Language is part of culture. Religious tourism destination of KH Abdul Hamid Tomb Pasuruan City is tourism that relies on culture and history. So, language as part of culture and history is an important element in the religious tourism destination of the Tomb of KH Abdul Hamid, Pasuruan City. Language reflects the habits and customs of a group of people, such as in the religious tourism destination of the Tomb of KH Abdul Hamid, Pasuruan City itself. With language, tourists will feel interested so they want to stay longer or in the opposite condition, tourists will soon leave the location.

The tomb complex of KH Abdul Hamid is one of the religious tourism sites that is the main destination in Pasuruan City. The name KH Abdul Hamid as a great islamic schollar makes the Muslim community often make pilgrimages to the graves of KH Abdul Hamid and other islamic scholars who were buried in the same location. KH Abdul Hamid is a scholar in

Pasuruan who is known for his knowledge and gentle and humble carachter. He is also a person who is idolized by many Islamic students. The tomb complex of KH Abdul Hamid is located across from the Pasuruan square, precisely behind the Al Anwar Grand Mosque. In addition to the graves of KH Abdul Hamid and other scholars, there are also tombs of past Pasuruan regents, clerics' families, and mosque comitee.

At the location of KH Abdul Hamid's tomb, there are some various kinds of language that were shown and used in several public spaces. Various signs in public spaces tell and manage the order of space in which they used. The condition of sociological, cultural, sociolinguistic, and political features of space will decide, and limit how signs looked and work, and signs will also play a role in the organization and regulation of space by limiting and deciding who is the sign recipient. Signs in public places is able also to force the recipients in order to follow the rules, with some shared norms and guidances(Blommaert, 2012). Signs in public spaces are certainly not used without any reasons. Signs deliver some messages and are never neutral, having a relation with social structures, hierarchies, and power.

The reason is that public space is an area as well as a tool in order to regulate and controll the power. Some countries or cities have also issued regulations using language policies used in the public place. Law No. 24 of 2009 on the State Flag, Language and Emblem regulates the use of the Indonesian language in public spaces clearly, as well as the National Anthem. However, there is a different condition between reality in practice and implementation. Regulations related to LL simultaneously regulate language policies in the realm of education, media, socio-economic life, and so on. Some studies declare that there is a strong effect between language policy and language use in the public sphere. Spolsky (Spolsky, 1991) distinguishes between policy and practice as ideology, practice and management. Actually, the practice of using language can reveal the language ideology of the local community in relation to the national language policy (Aribowo et al., 2018).

Linguistic Landscape is a modern (socio)linguistic study that involves onomastics, semiotics, and spatial studies (Aribowo et al., 2018). This study included the language found in street signs, billboards, street names, regional names, shop names, and general instructions on government buildings (Landry & Bourhis, 1997). Speech is not the main focus of linguistics in LL studies, but the focus is what written in public spaces, such as posters, banners, traffic signs, billboards, and other public markers. LL is a special area of study that specializes in writing roads, places, billboards, traffic signs, offices, information boards, shop name signs, and everything related to urban information in terms of language.

According to Puzey (Puzey, 2016) LL is explained as an interdisciplinary study of the coming of various language issues that make some interactions with other languages in the public sphere. Although LL is a new term in the study of applied linguistics, this concept has had a relation with other concepts, such as sociolinguistics, multilingualism, language policy, cultural geography, semiotics, literature, education, and social psychology. Through language interaction in public spaces, political analyzing can be carried out. This is reinforced by the statement of Ben-Rafael, et al (Ben-Rafael et al., 2006) that LL refers to linguistic objects that mark public spaces. LL claims that the signs in the landscape are illustrative texts that can be read and photographed which can be dissected linguistically and culturally (Shohamy & Gorter, 2008).

Landry & Bourhis (Landry & Bourhis, 1997) stated that LL has two functions:the first is as an informational function and the second is as a symbolic function. At the first function, in the informational function, the signifier's meaning distinguishes the geographical area of the population, and it gives the language to the the place name. it means that language functions as a marker of the area of the speakers' community and distinguishes it from other population areas which have different languages. For the second function, in symbolic function, the group's language presence or absence on the board—for example, influences the sense of belonging to that group. The symbolic function is also closely had a relation to the representation of an ethnic identity.

According to Blommaert (Blommaert, 2012) space is an arena for human social interaction and carrying out a series of cultural activities. The interaction space can be concluded as a form of action/action. Space is something that is complex and contains many layers of activities in it. Thus, the evidence presented in this LL study becomes a pattern of human communication that is represented through written language.

The study of onomastics (about names and naming) (Kusik, 2015), especially toponomastics (place names), is an area that cannot be separated from LL. Names or signboards on the streets, which are actually part of the landscape, are considered a shape of interaction between language, space, and place. LL's conceptual framework and its focus on place names are also closely has relation to the state of vis a vis between minority and majority languages as well as the imposition of political efforts on local languages in the context of changing place names and how the community's attitude towards the issue is (Kostanski, 2009). In short, there is a relationship between LL, names and language policies contained in a number of issues such as the dynamics of displaying signage with multiple languages (or more), triggered conflicts, renaming, to language as a group identity (Puzey, 2016).

In this study, there are several urgent reasons for choosing the LL phenomenon as the focus of the study. First, the LL study is a kind of new linguistic study. However, empirical facts show that research on LL is carried out in various fields. The scope of the LL study is very broad and therefore the LL study in this study is limited to the phenomenon of the use of written languages on sign boards in public spaces. LL studies include a very wide range of phenomena. For example, Sloboda (Sloboda et al., 2010) investigates LL from a language policy point of view. According to him, LL revealed a "violation" of the law on the use of official languages in public spaces because the languages written on signboards were freely shown and at the same time ignored the policy on the use of official languages. Furthermore, according to (Marten, 2010), LL research is very effective in shaping the ideology contained in the forms of each language in public spaces (Marten, 2010).

There are many aspects that can be learnt in relating to the use of language in public spaces. The LL study traces language used in areas where language contact occurs, such as urban areas, tourist areas, shopping centers and others. Therefore, this study evaluates and examines LL in a tourist area, namely the Religious Tourism Destination of the Tomb of KH Abdul Hamid, Pasuruan City. The choice of Religious Tourism to the Tomb of KH Abdul Hamid in Pasuruan City as the research locus is because tourist destinations are places with high intensity and also very dynamics of using LL. This is shown by the so many forms of language in the public sphere. The diversity of language forms contains functions, meanings, and cultural values. This study try to evaluate and examine the form, function, meaning, and value of local culture included in it.

As a phenomenon, the study of language use in the perspective of LL in a tourist destination in Indonesia is still rarely done. Therefore, this research is significant in two ways. First, as a well-known tourist destination, the religious tourism destination of the Tomb of KH Abdul Hamid, Pasuruan City offers cultural tourism and historical tourism experiences. In addition, currently the Pasuruan City Government through the Pasuruan City Tourism and Culture Office is aggressively promoting religious tourism destinations for the Tomb of KH Abdul Hamid, Pasuruan City. Apparently, the results of this study can be useful for linguistic enthusiasts, tourism actors and tourism stakeholders from both the government and private components.

Method

This study uses qualitative research methods conducted in the religious tourism area of the Tomb of KH Abdul Hamid, Pasuruan City. Data acquisition by shooting LL data is included in the category of non-participant observation because the researcher is not directly involved in the LL production process. So just observe the LL display and do a shot.

In addition, in order to obtain accurate and factual data, interviews were conducted with local residents regarding the making of LL texts on sign boards. The interview questions revolved around the background of making LL texts, thematic principles, writing characters, making symbols and signs, and others. This LL research applies 2 types of methods, namely 1) ethnographic method; and 2) content analysis method. Furthermore, to make LL research easier, it is necessary to categorize LL. The categorization of the use of languages in public spaces is divided into four zones, namely 1) signs on tourist objects and attractions; 2) sign boards in restaurants/cafes; 3) sign boards for directions and places, and 4) other signs. The categorization of the use of LL is considered to represent the entire linguistic phenomenon in that location. The following is an overview of the framework of thinking in this research.
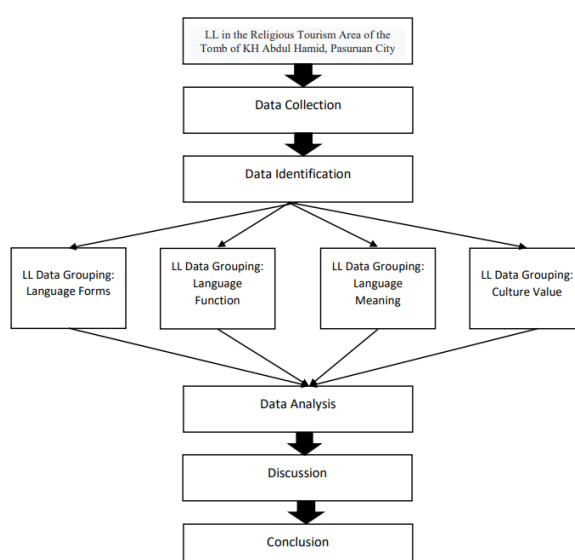

Figure 1. Research Flow

Related to the focus of the study of language use, it is stated that every language contains: 1) form; 2) function; 3) meaning; 4) value; and 5) ideology. Every language has certain forms of language. Next, these language forms contain functions, meanings in their

use. The values and ideology of the language will also be directly contained in each LL display. Therefore, the five contents are also found in LL in the religious tourism area of the Tomb of KH Abdul Hamid, Pasuruan City. However, in this study not all elements were included in the problem formulation. The language ideology contained in the research is a separate study. Furthermore, in examining the four elements of language in LL, it is done through domain analysis, taxonomic analysis, and componential analysis (Spradley, 1997).

The stages of analysis of form, function, meaning of language in LL and analysis of cultural values using LL's language use a multimodal approach because LL uses various ways of making meaning and communicating to the reader. LL is not only displayed in the form of linguistic units such as words, phrases. clauses and sentences only. Non-linguistic components such as coloring, typeface, picture/logo, background/front, framing, salience also play a role in communicating and creating meaning in LL.

In the context of text analysis, multimodal is understood as an 'analytic procedure' that combines tools and steps. Multimodal linguistic analysis is a term used to refer to the way people communicate using different modes at the same time (Kress, 1996), which can be defined as "the use of several semiotic modes in product design, or semiotic events simultaneously, and in a certain way modes. these are combined to strengthen, complement, or be in a certain order" (Kress, 1996).

Today, more and more people rely on using different modes to communicate. Communication in this study is interpreted not only as an event of delivering messages from the sender to the recipient, but also as an effort to offer meaning from the meaning maker to the audience, including consumers as in an advertisement for a product. While fashion according to Bezemer and Kress is "a socially and culturally shaped resource for making meaning", fashion is understood as a socially and culturally formed source to communicate meaning (Bezemer & Kress, 2008). This source is not limited to language only as a source that is familiar and commonly used, but can also be referred to images, sounds, spaces/spaces in which people convey messages and offer meaning.

In connection with this, Kress and van Leeuwen (2002) even argue that color is one of the semiotic modes, because the meaning of a color can be different in different contexts, and from other colors (Kress, 1996). Layout, including blank space, 'empty space' as in newspapers is another example of semiotic mode (Kress, 1996). Among the different modes that people use simultaneously in a text to communicate their message, perhaps the combination of verbal and imagery or images is used the most, compared to other combinations of different modes such as verbal and musical. In line with this, text has a broader meaning than just "not just written or spoken" as according to Halliday (quoted in Eggins, 2004), but text is "all practices that signify", all practices that have meaning, which can be in the form of images, objects, practice even sound (Barker, 2000). Based on this, the text can refer to two different things. First, the meaning of the text can replace each other with the meaning (semiotic) mode. Second, the text can also be understood as a 'container', where semiotic mode is used to offer meaning.

Results

Language Forms in the Public Space at the Tomb of KH Abdul Hamid

All signs are classified based on the language displayed in the public space around the location of KH Abdul Hamid's grave. The results of the analysis show that there are several languages displayed at the grave site, namely Indonesian, English, Javanese, and Arabic. The forms of language in the tomb of KH Abdul Hamis are scattered on sign boards based on the types of LL. As raw data, the analysis of language form data is explained through domain analysis, taxonomic analysis, and componential analysis (Spradley, 1997). The categories of LL found included LL at a location in the tomb, LL directions, LL warnings or prohibitions, LL information, and LL locative identity.

Domain analysis was carried out based on the phenomenon of language forms that were widely distributed on the sign boards at the grave sites. The written languages on sign boards are made by the tourism community, government or related agencies. Therefore, the LL contains forms of official (top-down) and casual (buttom-up) language forms. Usually, top-down forms of language are found on signs in official government agencies, tourist objects and attractions, street signage, direction signs, and professional tourism businesses. At the same time, bottom-up language forms are widespread in medium and small-scale tourism businesses, advisory boards, including information on tourist attractions, and so on.

LL language forms characterize a tourist area as well as an intermediary between tourism products and tourist needs. Religious tourism to the grave of KH Abdul Hamid Pasuruan City is a place that allows language contact to occur considering that many pilgrims come not only from Pasuruan city, but tourists from various regions in Indonesia. Therefore, multilingual situations (multilingualism) are often found with all the variations of language forms. The composition of the community is dominated by Javanese ethnic groups. However, there are LLs' written in English scattered in several locations. Monolingual forms of Javanese and Indonesian are found in LL at several locations.

Figure 2. The use of monolingual Indonesian in LL appeals

Figure 2 above shows the use of monolingual Indonesian. The semantic relationship in the domain analysis obtained a rational picture that the LL above shows the identity of a speech group and language use policy. This can be related to visitors or pilgrims who come from various ethnic groups in Indonesia.

Figure 3. Monolingual use of Arabic on LL in the tomb

In addition to monolingual forms in Indonesian, there are also monolingual forms in Arabic. This form of LL is dominant in the form of readings during pilgrimages as shown in Figure 3 above. The semantic relationship in the domain analysis shows a rational picture that the LL above shows the standardization of readings or prayers that are usually sung by pilgrims.

Furthermore, there is also a multilingual form as a form of lexical blends in Figure 4 below.

Figure 4. Multilingual use in LL locative identity and appeal

In the picture, there is LL which uses a mixture of Indonesian and English vocabulary in the LL locative identity and appeal, and LL which uses a mix of Indonesian and Arabic in the appeal LL. The semantic relationship in the domain analysis obtained a rational picture that the following LL shows the way of thinking of tourism actors.

At the taxonomy stage, it shows a more in-depth description of the problem of LL language forms in the Religious Tourism of the Tomb of KH Abdul Hamid. The taxonomic analysis shows the focus of the problem on language forms in more detail, including the top-down variety that uses the Indonesian language variety with the official variety showing the standard LL because it was made by the official manager of the cemetery as compliance with the policies and laws on language use. Second, the bottom-up variety with a non-standard LL display and ignoring the rules of writing language in the public sphere. This form of LL is made by the community of tourism actors such as sellers of souvenirs and food around the grave site.

Third, LL as multimodal (lingual and nonlingual units) with the form of language in the form of lingual units with a combination of colors and the appearance of LL, coloring the size and type of letters. As in Figure 5 below.

Figure 5. Multimodal use of information LL

Furthermore, in the componential analysis, it was found that LL is in the form of monolingual either in the form of appeals or prohibitions, information, locative identities, and directions scattered in almost all grave locations. Meanwhile, LL in the form of multilingual spread only in several grave locations, such as locative identity (name of shop/place to eat/souvenirs and some appeals).

The Function of Language in the Public Space at the Tomb of KH Abdul Hamid

Next, according to Propper, language has the following functions: (1) Stimulus; meaning that language functions as a stimulus that can bring about a response: (2) Expressive; meaning that language can be used to express feelings, ideas to others; (3) Descriptive: meaning that language functions to describe, explain, and describe something to others; (4) Argumentative; meaning that through language humans can argue with others.

The analysis of language functions was carried out using the ethnographic method of the Spradley model with domain analysis, taxonomic analysis, and componential analysis. Furthermore, the results of the three analysis of the Spradley model are reviewed with the concepts and theories of language functions through the LL approach and the concept of tourism management (Sibarani, 2015). The domain analysis section examines an overview of the function of language. Taxonomic analysis explores more deeply about the internal elements of language functions found in domain analysis. Next is the componential analysis section which examines in more detail the included terms found in the domain analysis.

Domain analysis is carried out by searching for universal semantic relationships. There are 9 types of semantic relationships that can be used to explore the existing domains, namely type, space, cause and effect, rational, location, method, function, sequence, and attribute (Spradley, 1997). At the taxonomic analysis stage, the results of the analysis of language functions are shown as follows.

Figure 6. Languages in LL for naming

In the picture above, the form of language written in the public space in the form of the name of the alley serves informatively as a naming and directions for a location point that distinguishes it from other location points. The alley is seen specifically as an entrance to the tomb location which can help visitors who want to go directly to the tomb.

Figure 7. Languages in LL for directions

Furthermore, Figure 7 also shows the form of language written in the public space which serves informative as a signpost to the location of the tomb which is only allowed to be passed by female visitors. In addition to functioning informatively as naming and directions, the written form of language in public spaces at the religious tourism sites of KH Abdul Hamid's tomb also serves informative functions as boundary markers, communication and services, policies on the use of official languages, distinctive markers of geographical areas inhabited by certain communities, and the use of language for specific purposes.

Figure 8. Languages in LL for language contests

Apart from being informative, the LL at the grave site also has a symbolic function. Figure 8 shows that the form of language used in one of the souvenir shops serves as a symbol of the identity and status of the entity. Multiculturalism that supports the social situation in the region has resulted in several ethnic groups trying to raise their ethnicity through a form of trading business. One of the efforts is to highlight the element of "familiarity" that is exposed in shop naming.

Figure 9. Languages in LL for identity symbol

Figure 9 is another example of LL which has a symbolic function that shows the identity of a certain group, in this case it is for female pilgrims. There is a special room that is only for women. In addition to the contestation of language and identity symbols, symbolic functions were also found in the form of using language in public spaces to support language use policies, such as appeals or prohibitions against using monolingual Indonesian.

The Meaning of Language in the Public Space at the Tomb of KH Abdul Hamid

Every semiotic mode must be able to represent aspects of the world as experienced by humans. In other words, it must be able to represent objects and their relations in a world outside the representation system. The world is of course, and most often, already represented semiotically. In doing so, the semiotic mode offers a range of options, of the various ways in which objects, and their relationships with other objects and processes, can be represented (Kress, 1996). Each semiotic mode must have the capacity to form a text, a complex of signs that are coherent, both internally to each other and externally to the context in which they are produced. Here too, the visual form of language provides various sources, including compositional arrangements that allow the realization of different textual meanings.

Furthermore, a multimodal approach is applied in studying the meanings of language through semantic and semiotic theories. A multimodal approach in studying meaning is carried out because languages in the public sphere are conveyed in various ways. Semantic theory examines the meaning of language based on micro and macro linguistic units, while semiotic theory explores meaning based on linguistic and non-linguistic units.

Based on the results of domain analysis and taxonomic analysis of the meaning of languages, it is known that the categorization of language meanings is known. Categorization of language meanings can be divided into seven types of meaning (Leech, 1980), namely: 1) conceptual meaning; 2) connotative meaning; 3) social/cultural meaning; 4) affective meaning; 5) reflective meaning; 6) collocative meaning; and 7) thematic meaning.

Several forms of language at the tomb site contain conceptual meanings that can be expressed on LL alley signboards and street names. Conceptual meaning is basically the

same as referential meaning because this meaning is commonly explained as meaning that is in accordance with the results of observations according to sight, smell, hearing, feeling, or other experiences (Chaer & Liliana Muliastuti, 2012). In addition to contextual meaning, connotative meanings are also found as shown in the following figure.

Figure 10. Language in LL that contains connotative meaning

Figure 10 shows an information board containing a message that the room has a CCTV camera with the meaning that every visitor's movement is recorded by the camera, so they cannot take despicable actions.

Cultural Values in the Language Used in Public Spaces at the Tomb of KH Abdul Hamid

According to Koentjaraningrat (1978: 74) that language is part of the elements of culture. In such a complex cultural system, the language element is attached to every other cultural element. Language as a communication tool has an important role, especially in disseminating the cultural products of a society. On the other hand, culture itself functions as a place or vehicle for the development of a language.

The language or symbols listed on the nameplate at DWDT with various forms, functions, and meanings contain cultural values. Language is a medium for delivering cultural values that is very effective in providing an image for a tourist destination. Based on the results of the domain analysis and taxonomic analysis of cultural values, it is known that the categorization of cultural values is known. Categorization of cultural values can be divided based on the concept of "Sapta Pesona", namely: 1) security values; 2) order value; 3) the value of hospitality; 4) the value of beauty; 5) the value of cleanliness; 6) the value of memories; and 7) comfort value (Sunarti & Hakim, 2017).

The following Figures 11-15 show that the language in the public space contains cultural values based on the Sapta Pesona concept.

Figure 11. Language in LL that contains the value of cleanliness and hospitality

Figure 12. Language in LL that contains convenience value

Figure 13. Languages in LL containing order values

Figure 14. The language in LL that contains the value of beauty and the value of memories

Figure 15. Languages in LL that contain security values

Discussion

LL analyzes the use of languages found in the landscape in an area. Languages in written form in public spaces consist of components of both linguistic and non-linguistic units. These written languages can be found on signboards of company names, street names, announcements, appeals, which are spread out following the landscape whether in urban areas, in rural areas, in remote areas, in tourist areas, and so on.

Language, both spoken and written, is the first thing that tourists encounter. Tourists deal directly with the use of written language on signboards at air/sea ports, stations/buses,

hotel and accommodation businesses, gift shops, restaurants/restaurants/cafes, traffic signs, and others. Furthermore, tourists get services through spoken language by officers at the airport, receptionists at hotels, sellers at gift shops, waiters in restaurants and others. In essence, the written form of language is the first to be 'enjoyed' by tourists than the spoken form.

This is in accordance with the very popular definition of LL which was first conveyed by Landry and Bourhis (Landry & Bourhis, 1997), namely: "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 LL of a given territory, region, or urban agglomeration" (Landry & Bourhis, 1997). The relationship of the LL approach as an umbrella theory to the study and analysis of descriptions of LL forms, LL functions, disclosure of the meanings contained in LL as well as the formulation of LL values drags several approaches, theories and concepts from other linguistic branches such as the LSF approach, multimodal , language metafunctions, morphology, semantics, semiotics and social semiotics, sociolinguistic approach, image grammar, cultural value concepts, multilingualism concepts, and tourism management concepts (Sibarani, 2015).

The Ethnographic method of the Spradley model with domain analysis, taxonomic analysis and componential analysis is able to describe the forms of language in LL at the location of KH Abdul Hamid's tomb, Pasuruan City more comprehensively and holistically. Domain analysis yields general categories of language forms. Taxonomic analysis resulted in the division of categorization of language forms and componential analysis provided contrasting questions in one domain. The forms of the LL language are a reflection of the habits, customs and culture of the people in the city of Pasuruan. Thus, the ethnographic method of the Spradley Model, a multimodal approach and content analysis proved to be effective in describing LL language forms at the religious tourism site of KH Abdul Hamid's tomb, Pasuruan City.

The discussion of language functions in LL applies the ethnographic method of the Spradley model with domain analysis, taxonomic analysis and componential analysis, able to categorize LL functions into two parts, namely information functions and symbolic functions. Information functions include boundary markers, communication and services, official language use policies, naming and directions, distinctive markers of geographical areas inhabited by certain communities, and the use of language for certain purposes. Meanwhile, symbolic functions include symbols of ethnic identity and status, language competition and contestation, and national linguistic policies.

Ethnographic methods contributed significantly in preparing and categorizing research data in more depth. That the study of the functions of LL at the religious tourism sites of KH Abdul Hamid's tomb resulted in findings in the form of a description of the functions of LL's language, including those related to policies on the use of official language in public spaces. Thus, the results of the study of LL language functions will provide input for research related to language planning and language policy.

The form and function of language in the public space at the tomb site of KH Abdul Hamid represents a cultural and historical tourism area. Tourists who visit the grave site will be directly confronted with the display of languages in the public space at the entrance such as street names, alley names, directions, gift shops, and so on. The languages in the public space contain conceptual or denotative meanings, but some also contain connotative

meanings, social meanings, affective meanings, and so on. In some locations there are languages that contain conceptual meanings, such as menu signs in restaurants. In addition, there are also sign boards that contain connotative meanings, such as appeals, requests for donations, and so on.

Next is the meaning of language contained in languages in the public sphere. The discussion to reveal the meaning of language includes several stages. The first stage is to analyze the data using ethnographic methods. The ethnographic method was applied in order to be able to find out more deeply the realm of language meanings according to the focus of the problem and to be able to categorize the data in more detail. The next stage is to apply a multimodal approach to the analysis of language form and function. The reason is that the meaning of languages is encapsulated in the form and function of language. In addition, LL is presented in public spaces in various ways. The most common way is with linguistic units. Then the non-linguistic unit clarifies and reinforces the delivery of messages and meanings. Therefore, morphological, semantic, and semiotic theories are very effective in revealing the meaning of languages.

The meanings of the languages that are revealed vary greatly. The meaning of language that is revealed is generally conceptual meaning. Expressing the meaning of the languages on the signboards at the grave site of KH Abdul Hamid using a multimodal approach. In expressing meaning, the results of the analysis of form and function need to be presented. In addition, using semantic and semiotic theory by applying the concept that signs on signboards in public spaces consist of two: 1) linguistic signs and 2) non-linguistic signs. To get a more comprehensive disclosure of meaning, the two signs must be combined and matched.

Finally, an analysis of the cultural values contained in the languages in public spaces at the location of KH Abdul Hamid's tomb. The multimodal approach examines in detail the forms, functions, meanings and values of languages through linguistic and non-linguistic units. The concept of Sapta Pesona is a guide (benchmark) in formulating the values contained because it is closely related to tourism development in patterns of behavior, patterns of speech acts, customs, daily habits which are reflected in patterns of languages in spaces. public.

Conclusion

The forms of language found in public spaces at the religious tourism site of KH Abdul Hamid's tomb, Pasuruan City include monolingual forms of Indonesian and Arabic as well as multilingual forms of a blend of Indonesian, English, and Arabic. From these forms of language, two functions were found, including information functions and symbolic functions. In terms of meaning, it is revealed that the meaning of the LL language which is spread in public spaces where the tomb is located is dominated by conceptual meaning, while very little conveys connotative meaning. Finally, from the aspect of cultural values that are closely related to the development of tourism in patterns of behavior, patterns of speech acts, customs and daily habits which are reflected in the patterns of languages in public spaces with the concept of Sapta Pesona as the guide.

This research is oriented to the use of language and the aspects studied are only limited to the form, function, meaning and cultural values contained in the LL of languages in public spaces. Therefore, to get more comprehensive results, using the same data source, it is

necessary to carry out further research that is not only oriented to the use of language with aspects of form, function, meaning and cultural values, but also aspects of ideology and language learning.

Acknowledgment

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