



Psychological Messages in the Linguistic Landscape of Humbang Hasundutan Regency Tourist Destinations: Tourists' Perspectives

Selli¹, Robert Sibarani^{2*}, Rujiman³, Morida Siagian⁴
Universitas Sumatera Utara

Corresponding Author: Robert Sibarani rs.sibarani@usu.ac.id

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ABSTRACT

This study aims to explore the psychological messages contained in the linguistic landscape of tourist destinations of Humbang Hasundutan Regency, seen from the perspective of tourists. Tourist destinations play an important role in creating unique and enthralling experiences for tourists. This research method involved in-depth interviews with several tourists who had visited Humbang Hasundutan Regency. The collected data were analyzed using a qualitative approach, focusing on identifying emerging themes related to psychological messages in the linguistic landscape. The results showed that the linguistic landscape of Humbang Hasundutan Regency communicated diverse psychological messages. Tourists express that the use of local languages, cultural symbols, and local stories in destination signs, banners, and brochures provides a sense of authenticity and cultural richness that influences their perception of the place. In addition, the use of persuasive and descriptive language in tourist descriptions and interactions with locals also exerts a significant influence on the emotional mood of tourists.

INTRODUCTION

In the context of tourism, the use of language and cultural symbols plays an important role in creating unique experiences for tourists. The linguistic landscape in tourist destinations can act as a strong communication medium, conveying messages that affect the perceptions, emotions, and emotional bonds of tourists to the place. However, the influence of psychological messages in the linguistic landscape of tourist destinations in Humbang Hasundutan Regency still needs to be explored further. In this study, the main objective was to investigate psychological messages in the linguistic landscape of tourist destinations of Humbang Hasundutan Regency from the perspective of tourists. Through a qualitative approach and in-depth interviews with travelers who have visited these destinations, this study seeks to identify emerging themes related to psychological messages contained in the linguistic landscape.

The tourist destination of Humbang Hasundutan Regency is one of the most attractive tourist destinations in the area. The district is rich in culture and natural beauty, which attracts many tourists to visit it. However, to enhance the appeal and reinforce a destination's image, it is important to understand how psychological messages in the linguistic landscape can affect travelers' perceptions and emotions.

The main problem raised in this article is that there is no linguistic landscape that has indirect psychological messages, or the existing linguistic landscape has not been able to provide indirect psychological messages so the impression obtained has not been felt. This is because there is still a design display that is not eye-catching, causing a reduced sense of impression indirectly tourists of the writing and images they make.

The results of this study are expected to provide deeper insight into the influence of psychological messages in the linguistic landscape on tourists' perceptions and emotions. The results can also provide recommendations to destination managers to improve the tourist experience and strengthen the image of Humbang Hasundutan Regency as an attractive tourist destination. In addition, this research can contribute to the development of tourism psychology and applied linguistics in the context of tourist destinations.

THEORETICAL REVIEW

Regional Planning Theory

According to Sosroatmodjo (2002), regional planning is a process that involves analyzing, organizing, and regulating land use as well as resource allocation to achieve planned and sustainable regional development goals. According to Bintarto (2016), regional planning is the process of making policies, strategies, and actions to direct and regulate the use of land, natural resources, and human settlements in an area to achieve balanced, sustainable, and quality development.

According to Sairin (2008), regional planning is an effort to formulate and implement policies and programs in managing regional space and resources by considering social, economic, and environmental aspects. In addition, according to Husein (2009), regional planning is the process of

organizing and spatial planning on a regional scale by considering physical, social, economic, and environmental aspects to achieve coordinated and sustainable regional development goals. According to Setiadi (2015), regional planning is an effort to direct and control the use of land, space, and resources on a regional scale intending to achieve sustainable development and improve the quality of life of the community.

Language Landscape

According to Blommaert (2003), the linguistic landscape is the grammar, language varieties, sociolinguistic practices, and patterns of language change that are interrelated and influence each other within a region or community. According to Woolard and Schieffelin (1994), the linguistic landscape is the overall grammar and use of language in society, as well as the role and function of language in social and political relations. According to Mufwene (2010), the linguistic landscape is the variety of languages contained in a region or community, as well as language interactions and changes in historical, social, and political processes. According to Fishman (1972), a linguistic landscape is a collection of languages or dialects used by groups or individuals within a geographical area, as well as the social and political conditions that influence them. According to Gumperz (1982), the linguistic landscape is the grammar, language variety, and language use determined by communication situations and social contexts. According to Auer and Hinskens (1996), the linguistic landscape is the overall multilingual situation in a region, including standard languages, regional languages, and social language varieties as well as their respective roles and status in social life. According to Canagarajah (2005), the linguistic landscape is the social and political context in which language is used, including language varieties, diglossia patterns, and language change processes. According to Muhlhausler (1996), the linguistic landscape is a combination of language, dialect, and sociolinguistic variation used within a region or community.

Linguistic landscape refers to the study of the various languages spoken in a region or society, as well as the relationships between these languages. It belongs to the scope of sociolinguistics, which includes social, cultural, and historical aspects of the use of language. The linguistic landscape may also include analysis of language shifts occurring within a society, including shifts from native languages to foreign or standard languages, or even pidgin or creole languages that develop as a result of intense language contact. The study of the linguistic landscape can help us understand the role and influence of language in society, as well as its impact on human identity and social life. This can help in the development of more effective and inclusive language policies and language education.

Functions of the Linguistic Landscape

According to Sibarani, et al (2021), there are 3 functions of the linguistic landscape, namely informative, attractive, and implicative. The function of the informative linguistic landscape is to provide clear and satisfying information

to readers, and tourist arrivals. Landscape anthropolinguistics also focuses on examining the indexicality of language landscapes that can index (show) various meanings, meanings, cultural values, or social norms so that they become informative (give explanations). In its design, indexicality in the language landscape can combine local languages, local scripts, national languages, and foreign languages, and present references to achieve the necessary information. In addition, the function of the linguistic landscape as attractive is to provide the attractiveness of the linguistic landscape to its readers, tourist migrants. In its design, performance in the language landscape can show the text (local script, local language, national language, foreign language) combined with text such as images, colors, and locally carved writing which can all be an attraction.

The language landscape is closely related to local wisdom and local cultural traditions so that local wisdom and local cultural traditions are utilized to provide attraction. And the function of the linguistic landscape as an implication is to have a significant impact on a linguistic landscape. Landscape anthropolinguistics also focuses on examining the participation of all elements in the language landscape such as elements of writing, culture (culture), psychology (psychological), beauty (aesthetics), or nature (nature) so that holistically it is implication (impact). In its design, participation in the language landscape needs to involve all the elements needed to be useful and have a significant impact. In that way, anthropolinguistic parameters, namely interconnection, evaluability, and sustainability are seen in landscape anthropolinguistic studies. The interconnections between text, text, and context in the performance (appearance) of the language landscape should be proportionally visible. The availability of a language landscape is expressed in terms of interpretive acumen for overall indexicality. Sustainability can be guaranteed through good design by involving all elements so that it has a significant impact on the objectives of the language landscape.

METHODOLOGY

Tourism Language and Culture Landscape Research uses qualitative methods with Interactive models to reveal the socio-cultural meaning and role of linguistic landscapes on a phenomenon. The qualitative method used is to study intensively, in detail, and in-depth events, and activities, either at the level of individuals, groups of people, institutions, or organizations against the actual things that are taking place. The actual event in this study is a unique phenomenon about the Role of Linguistic Landscape in Improving Visitor Experience in the Public Space of Humbang Hasundutan Regency, an Interesting Tourist Destination. Research data on Language and Cultural Landscape in Humbang Hasundutan tourism destination was obtained using interview, observation, and documentation techniques. Researchers also act as key instruments to measure the accuracy and adequacy of data and when data collection should end. The determination of the appropriate informant to interview, and when and where the interview was conducted is also carried out by the researcher. Case study data processing is carried out by checking the correctness of the data, compiling data, coding calculations, classifying data,

and correcting unclear interview answers After that, researchers conduct data analysis to interpret data by arranging, sorting, grouping, coding, or signing, and categorizing them into parts based on certain groupings. Furthermore, the results of the analysis are concluded to be a finding against the formulation of the problem posed.

RESULTS

Tourist attractions in Humbang Hasundutan Regency that have linguistic landscape include:

1) Panoguan Solu

In Panoguan Solu, the types of landscapes that already exist are the welcome language landscape to the tourist attraction and the language landscape that guides directions to the location of the tourist attraction. Types of linguistic landscapes that are not yet available are welcome language landscapes to tourist areas, linguistic landscapes of folk discourse, and linguistic landscapes of empirical or geographical description.

2) Sopo Simatupang and Sitabunan Cave

In Sopo Simatupang and Sitabunan Cave, the type of landscape that already exists, namely the linguistic landscape, is welcome to the tourist area. Types of linguistic landscapes that are not yet available are linguistic landscapes directing directions to tourist attraction locations, language landscapes welcoming to tourist attractions, linguistic landscapes of folk discourse, and linguistic.

3) Panorama Batugaja

In Panorama Batugaja, the types of linguistic landscapes are not yet available, namely the language landscape of welcome to the tourist area, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist objects, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical descriptions.

4) Panorama Rumah Pohon

In Panorama Rumah Pohon, the types of linguistic landscapes are not yet available, namely the language landscape of welcome to the tourist area, the linguistic landscape of directions to the location of the tourist attraction, the linguistic landscape of welcome to the tourist attraction, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

In Treehouse Panorama, landscape type the linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to tourist attraction locations, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical descriptions.

5) Goa Partonggoan

In Partonggoan cave, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to the tourist area, the linguistic

landscape of directions to the location of the tourist object, the linguistic landscape of welcome to the tourist attraction, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

6) Penatapan Dolok margu

At Penatapan Dolok margu, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to the tourist area, the linguistic landscape of directions to the location of the tourist object, the linguistic landscape of welcome to the tourist object, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

7) Aek Sibundong

In Aek Sibundong, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to tourist sites, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

8) Tampok Aceh

In Tampok Aceh, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of people's discourse and the linguistic landscape of empirical or geographical description.

9) Tombak Sulu Sulu

In Tombak Sulu Sulu, the types of landscape that already exist are the linguistic landscape that guides directions to the location of tourist attractions, the linguistic landscape of welcome to the tourist attraction, and the linguistic landscape of people's discourse. The types of linguistic landscape that are not yet available are the linguistic landscape of welcome to tourist areas, and the linguistic landscape of empirical or geographical description.

10) Tombak Hatuaan

In Tombak Hatuaan, the type of landscape that already exists is a welcome linguistic landscape at a tourist attraction. The types of linguistic landscapes that are not yet available are the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of folk discourse, and the linguistic landscape of empirical or geographical descriptions.

11) Bagas Parsadaan Toga Marbun

In Bagas Parsadaan Toga Marbun, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

12) Aek Sitio Tio

In Aek Sitio Tio, the types of landscape that already exist are the linguistic landscape of welcome to the tourist area and the linguistic landscape of directions to tourist sites. The types of linguistic landscapes that are not yet available are the linguistic landscapes of welcome to tourist attractions, the linguistic landscapes of folk discourse, and the linguistic landscapes of empirical or geographical descriptions.

13) Adian Ni Raja

In Adian Ni Raja, the landscape type the linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to tourist attraction locations, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical descriptions.

14) Hariara Tungkot

In Hariara Tungkot, the types of landscapes that already exist are the linguistic landscapes welcome to tourist areas, the linguistic landscapes that guide directions to tourist sites and the linguistic landscapes welcome to tourist attractions. The types of linguistic landscape that are not yet available are the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical descriptions.

15) Batu hundul-hundulan

In Batu Hundul Hundulan, the type of landscape that already exists is a welcome linguistic landscape at a tourist attraction. The types of linguistic landscapes that are not yet available are the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of folk discourse, and the linguistic landscape of empirical or geographical descriptions.

16) Batu Siukap-ukapon (Tipang)

In Batu Siukap-ukapon (Tipang), the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

17) Batu Siukap-Ukapon (Bakara)

In Batu Siukap Ukapon, the types of landscape that already exist are the linguistic landscape of welcome to the tourist attraction and the linguistic landscape of directions to the location of the tourist attraction. The types of linguistic landscapes that are not yet available are the linguistic landscapes of welcome-to-tourist areas, the linguistic landscapes that guide directions to the location of tourist objects, and the linguistic landscapes of empirical or geographical descriptions.

18) Istana Sisingamangaraja

At the istana Sisingamangaraja, the types of landscape that already exist are the linguistic landscape that guides directions to tourist sites, the linguistic

landscape of people's discourse, and the linguistic landscape of welcome to tourist attractions. The types of linguistic landscape that are not yet available are the linguistic landscape of welcome to tourist areas, and the linguistic landscape of empirical or geographical description.

19) Aek Sipangolu

In Aek Sipangolu, the types of landscape that already exist are the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to tourist sites, the linguistic landscape of welcome to tourist attractions, and the linguistic landscape of people's discourse. The type of linguistic landscape that is not yet available is the linguistic landscape of empirical or geographical description.

20) Air terjun janji

At the Promise Waterfall, the types of landscape that already exist are the linguistic landscape welcome to the tourist area, the linguistic landscape welcome to the tourist attraction, and the linguistic landscape for directions to the location of the tourist attraction. The types of linguistic landscape that are not yet available are the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical descriptions.

21) Air terjun Sipultak Hoda

At the Waterfall Sipultak Hoda, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

22) Batu Maranak

On the Rock Maranak, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

23) Paranggoan Aek Toruan

In Paranggoan Aek Toruan, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to tourist sites, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

24) Tao Silosung

On the Taoist Lake Silosung, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

25) Tao Sipinggaan

On the Taoist Lake Sipinggaan, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to the tourist area, the linguistic landscape of directions to the location of the tourist object, the linguistic landscape of welcome to the tourist object, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

26) Panoramic Gonting

In Panorama Gonting, the types of landscapes that already exist are linguistic landscapes welcome to tourist areas and linguistic landscapes welcome to tourist attractions. The types of linguistic landscapes that are not yet available are the linguistic landscape of people's discourse, the linguistic landscape of directions to tourist sites, and the linguistic landscape of empirical or geographical descriptions.

27) Monument Borsak Sirumonggur

At the Monument Borsak Sirumonggur, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to tourist sites, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

28) Pulau Sirungkunon

In Island Sirungkunon, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to the tourist area, the linguistic landscape of directions to the location of the tourist object, the linguistic landscape of welcome to the tourist object, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

29) Pulau Simamora

In Island Simamora, the type of linguistic landscape is not yet available, namely the linguistic landscape of welcome to tourist areas, the linguistic landscape of directions to the location of tourist objects, the linguistic landscape of welcome to tourist attractions, the linguistic landscape of folk discourse and the linguistic landscape of empirical or geographical description.

Description of the linguistic landscape in the tourist attraction Humbang Hasundutan.

1) Tombak Sulu-sulu



Figure 1. Tombak Sulu-sulu

The linguistic landscape of the Tombak Sulu-sulu tourist attraction displays directions to the location of the tourist attraction, containing green direction symbols and bright white writing.

2) The Tourist Attraction Batu Siungkapungkapon



Figure 2. Batu Siungkapungkapon

The linguistic landscape at the location of the Batu Siungkapungkapon tourist attraction contains a description of the history and culture of the farming community in Tipang Village.

3) Aek Sipangolu



Figure 3. Aek Sipangolu

The linguistic landscape of the Aek Sipangolu tourist attraction in Bakara Village. Language landscape messages contain clear writing and eye-catching colors.

4) Air Terjun Janji 'Waterfall Janji'



Figure 4. Waterfall Janji

The linguistic landscape of the Waterfall janji tourist attraction in Tipang Village. Language landscape messages contain clear writing and eye-catching colors.

5) Gonting Panorama Tourism Object



Figure 5. Gonting Panorama

The linguistic landscape of the Gonting Panorama tourist attraction in Tipang Village. Language landscape messages contain clear writing and eye-catching colors.

DISCUSSION

The results of the psychological message of the linguistic landscape from the blend of colors for road signs are:

1) Green Base Colour

Green background road signs serve to provide information. For example, such as telling information about the location and place.

2) Base Colour Chocolate

Almost the same as the green color, the brown background color on the directional signs also serve as an indication of information. However, the information on signs with a brown background is to show tourist sites and public spaces. For example, zoos, museums, and others.

3) Yellow Base Colour

If you meet a yellow direction sign, it's a warning sign. Drivers should be alert while driving on the road. Usually, yellow signs read like an appeal to smooth roads and reduce speed.

4) Blue Base Colour

Finding a blue sign on the road means that there are orders that must be obeyed by motorists on the road. Directional signs with a blue background mean orders. An example is an order where drivers must and are allowed to turn around.

5) Red Base Colour

You must often see the background color of red signs. The red color on the directional sign means prohibition. Such as stopping and parking restrictions in that place.

6) Base Colour White with Black Lines

A sign with a white base color and a black line indicates the deadline. This color is often found on toll roads, such as indicating toll exits.

Through in-depth interviews with several tourists, this research reveals interesting findings. The psychological messages contained in the linguistic landscape of Humbang Hasundutan Regency are very diverse. The use of local languages, cultural symbols, and local stories in destination signs, banners, and brochures provides a sense of authenticity and cultural richness that influences tourists' perceptions of the place. The use of persuasive and descriptive language in tourist descriptions and interactions with residents also has a significant influence on the emotional state of tourists, including feelings of warmth, joy, or serenity.

The results of this study provide a deeper understanding of the importance of linguistic landscapes in tourist destinations. Psychological messages in language have great potential to create a richer and more enthralling tourist experience for tourists. Destination managers can use these findings to design more effective communications, using local languages and cultural symbols to enhance the tourist experience. The results of this study are to guide the way using a green base. However, for the design of the landscape model, use a combination of red, black, and white with a mixture of Gorga frames.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been done, it can be concluded that psychological messages in the linguistic landscape of tourist destinations in Humbang Hasundutan Regency play a significant role in shaping the tourist experience. The use of local languages, cultural symbols, and persuasive language in destination communication can increase tourists' perceptions, emotions, and emotional ties to the place. This research provides a deeper understanding of the importance of linguistic landscapes in creating rich and engaging travel experiences. The results of this research can provide valuable guidance for destination managers to design effective communication, use the right language to strengthen the attractiveness of destinations, and enhance the tourist experience in Humbang Hasundutan District.

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