The Visible Use of English Signage at Sultan Hasanuddin International Airport: Linguistic Landscape Perspectives

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Abstract
The use of language in public spaces is the focus of linguistic landscape which also examines the use of signage as a textual information source. In light of this, this study attempts to describe how the three types of signs at Sultan Hasanuddin International Airport: operational, facility, and warning, are employed in English forms and what language patterns are used. This study employs an explanatory sequential design is a defining feature of the mixed-methods approach. This study used the heterogeneous sampling technique called the purposive sample technique to divide the airport's English signage into three aforementioned different groups collected through photographic using IPhone 13 and Samsung A54 camera shot. Regarding statistics, the information was in a proportion of the words, phrases, and sentences in monolingual, bilingual, and multilingual language patterns utilized. Using a theory created by Miles, Huberman, and Saldana (2014) comprising data presentation, data condensation, and conclusion drawing/verification was a descriptive analysis of the collected statistical data conducted. According to the linguistic landscape perspective, the findings show that English words, phrases, and sentences on the airport's signage are used in monolingual (English only), bilingual (Indonesian-English or English-Indonesian), and multilingual (Indonesian-English-Mandarin) patterns. Operational signage incorporates English alongside Indonesian and Mandarin, with words and phrases appearing more frequently than full sentences. Facility signage predominantly uses English exclusively across words, phrases, and sentences. For warning signage, English dominates in words and sentences, while phrases show a balance between English and Indonesian. The study also identifies two main errors with the English used in operational and facility signage, namely (1) the improper use of English grammar, and (2) inconsistency in language usage across signage. Based these findings, it considers the appearance of some errors in the airport's English signage to provide source of written information needs to be fixed in order to conform to the proper usage of the English language and to the rules that the Indonesian government has issued.
Key words: linguistic landscape, signage, language forms, language patterns

Introduction

Signage constitutes a significant component within the realm of graphic design, encompassing a diverse array of visual and written elements (Andrijanto, 2018 as cited in Audia, 2021). Its primary function lies in facilitating communication, serving to convey messages or information to specific audiences, thereby influencing their cognitive decisions (Sylvia, 2019 and Audia, 2021). Marketing and promotional signage, for instance, is designed to influence consumer behaviour, and can take many forms, including banners, billboards, murals, and signs. Road markings and information boards are simple examples of signage. In some cases, signage is designed using only images, as in the case of tourist sites and airports, with the aim of facilitating communication for individuals who speak different languages (Hasriani and Rayhana, 2024). However, it is essential that the symbols and images used in such signage are easy to understand and internationally recognised since they are vital

linguistic objects in public spaces as well (Hancock, 2012; Yusuf, et. al., 2022; Gorter, et. al., 2021).

Airports represent a notable example of public spaces characterised by a substantial presence of signage. In the context of airports, signage plays a pivotal role in facilitating the movement of passengers by offering essential information about policies, procedures, directional guidance, and warnings (Kayam, et.al., 2012; Lou, 2016; Audia, 2021; Sa'diyah and Prabaningrum, 2023; Taupanputra and Ariebowo, 2024). The conveyed information assists passengers in understanding their location, regulates their movement, provides details of flight schedules, minimises waiting times for them, and enhances their satisfaction and efficiency. It makes sense that the airports exhibit a variety of signage, including office signs, operating signs indicating public facilities and concessions, warning signs prohibiting certain activities, directional signs, and location signs (Rahman and Ariebowo, 2024; Taupanputra and Ariebowo, 2024). Consequently, these signages not only assist in navigating the airports but also enhance the overall passenger experience through conventional and digital signage displaying real-time information, including weather predictions, current news, and flight schedules.

Sultan Hasanuddin International Airport, situated in the Maros district of South Sulawesi, is one of the largest airports in eastern Indonesia. Constructed in 1935 by the Dutch East Indies Government under the designation Kadieng Airfield, the airport has undergone four name changes, namely: Mandai Airstrip (1942), Mandai Air Port (1950), Hasanuddin Air Port (1980), and Sultan Hasanuddin International Airport (2004). Given the airport's substantial size and international status, it is imperative that adequate signage is in place to guide passengers. The purpose of signposting is to facilitate the orientation of passengers within the complex, directing them towards exits, check-in areas, departure terminals, waiting areas, health facilities, and other pertinent locations (Sa'diyah and Prabaningrum, 2023). Absent clear directional signs, the location of destinations would inevitably cause confusion, even for airport personnel (Taupanputra and Ariebowo, 2024). Consequently, the implementation of signage at airports is obligated to employ symbols and languages that are comprehensible to all airport users.

In Indonesia, the utilisation of language in public spaces is subject to regulation by the state that can be found in Law Number 24 Year 2009, specifically in Articles 36 to 38 on 'Flag Language and State Emblem, and National Anthem'. These articles stipulate the mandatory use of Indonesian in various forms of publications in public spaces (Kridaludy and Harimurti, 2008; Sa'diyah & Prabaningrum, 2023; & Hasriani and Rayhana, 2024). Despite the fact that Indonesian is compulsory, a variety of languages are used in every public space including airports. In line with this issue, the text writing pattern in the linguistic landscape is referred to as the Presidential Regulation of the Republic of Indonesia Number 63 of 2019 article 40 paragraph 1, 2, and 3 delineating the utilisation of Indonesian, regional and foreign languages. Consequently, a diversity of texts is to be expected in public spaces categorised into three patterns: monolingual, bilingual, and multilingual. This phenomenon can be attributed to the multilingual situation, which is the result of the nominal factors of many ethnic groups and the unavoidable flow of globalisation. However, in reality, regional and foreign languages, especially English, are still used to a greater extent in public spaces. The use of English in Indonesia is unique. Although it may not be possible to hear English being spoken, the presence of English is nevertheless pervasive. Public spaces are adorned with English signage, and English text is ubiquitous. English is also widely spoken and printed as notices, warnings, labels, names, and so forth (Sisilda, et al, 2022).

The utilisation of English in airport signage represents a salient impact of globalisation, contributing to the proliferation of multilingualism in public spaces. This phenomenon signifies the emergence and proliferation of English as an

international language in the global community, characterised by significant variations across various political, socio-cultural, and economic domains (Ferraroti, 2016; Sisilda et al, 2022). They assumed that the presence of linguistic features and patterns in English usage offers compelling evidence for its global spread, manifesting as representations, meanings, and interpretations of language in public spaces. Conveniently, it is important to note that the use of English in public spaces is subject to the regulation of individual countries' language policies. Consequently, in Indonesia, national and local language policies stipulate that the use of English must be accompanied by other languages that are commensurate with their historical and cultural backgrounds. In relation to signage at the airports, it is customary to display written text in two languages, namely Indonesian and English, or other foreign languages, as required. The Indonesian text is to be displayed at the top and the English or other foreign language text at the bottom. The Helvetica Regular font is to be used for both Indonesian and English or other foreign language text (Rahman and Ariebowo, 2024).

The utilisation of English signage, as evidenced at Sultan Hasanuddin International Airport, falls within the domain of Linguistic Landscape (LL), which deals more specifically with texts and language that appear in public spaces. The presence of English falls within the purview of the second group of LL studies, which comprehensively investigates multilingualism and meticulously examines all languages present in LL (Widijanto, 2022). This signifies that English is a prominent element in LL studies, frequently employed to engage in a competitive dynamic with other languages. In the Indonesian context, research on the use of English signage in LL has been conducted by researchers in different scopes and perspectives. Firstly, Oktavianus (2019) in his research posited that the role of English in public places in Indonesia is twofold, serving both informational and symbolic functions. The written English landscape can be categorised into two distinct groups: the use of English only (monolingual) and English in conjunction with other languages. Secondly, Sisilda et al (2022) researched on the use of English in LL in Palangkaraya City, which found two functions of LL, namely informative and interactive. The study also identified some text errors that do not comply with English spelling rules. Thirdly, Rindi and Nupus (2022) examined the concept of Linguistic Landscape in the Era of Super Diversity: English in public spaces. They found that English cannot be used exclusively when displaying signs in public spaces, considering the prevalence of bilingualism, the dominance of the state language, and the prevailing language policy. Fourthly, Wijayanto (2022) examined the visibility of English in the Linguistic Landscape of PPPPTK Bahasa, which found that (a) English is utilised in an autonomous manner, in conjunction with Indonesian through translation, and in a code-mixing context; (b) English is used alone textually, lingually and visually accompanied by images; and (c) English is used together with Indonesian, both as a preferred language and a peripheral language, whose preference is related to the values and vision of PPPPTK Bahasa, which is internationally oriented while its peripherality is related to its hegemony; and (d) The utilisation of English visually at PPPPTK Bahasa continues to demonstrate heterogeneity across the dimensions of typeface, colouring, and size. However, the materiality dimension exhibits a degree of similarity. Finally, Sa'diyah and Prabaningrum (2023) conducted a study on language writing on directions and locations at Kualanamu International Airport, which found that the use of English was mostly found as a place and direction indicator at the airport.

Based on the researchers' search, none of those researches focuses specifically on LL studies regarding English signage at the airport. Consequently, the research team was motivated to conduct the study to address the two research questions: (1) What are the forms of English signage used? and (2) what are the language patterns used for the

four types of signage in terms of operational, facility, and warning at the Sultan Hasanuddin International Airport? By investigating the utilisation of languages and the manner in which they are employed within the linguistic landscape, it is possible to deduce significant sociolinguistic phenomena. These include, but are not limited to, language ideologies, the functional and pragmatic divisions of labour among languages in operation, and the power dynamics between them (Lee, 2019).

Literature Review

Linguistic Landscape

The review of the extant literature yielded several definitions of linguistic landscape, as outlined below:

a. The term 'linguistic landscape' (LL) is employed to denote the visibility and salience of languages on public and commercial signs in a given territory or region. Furthermore, it is proposed that the linguistic landscape may serve significant informational and symbolic functions as a marker of the relative power and status of the linguistic communities inhabiting the territory (Landry & Bourhis, 1997).
b. The discipline of landscape linguistics involves the analysis of the use of language in public spaces that are characterised by the presence of written text). The term 'written' is employed in the sense that the texts are composed by individuals who seek to disseminate a specific information message to the intended audience, pertaining to matters pertinent to the local community (Gorter, 2006).
c. The Linguistic Landscape (LL) may be regarded as a hybrid, in the sense that numerous languages and scripts coexist within it. Urban signage, encompassing elements such as shop signs, business signs, and outdoor advertising, is characterised by heterogeneity and susceptibility to hybridisation. This susceptibility is particularly pronounced during periods of historical and geopolitical transformation, and at the nexus of diverse cultural influences (Demska, 2007).
d. The landscape can be conceptualised as a resource for the study of social circulations of meaning in society. Signage represents one form of linguistic re-contextualisation in a chain/network of resemiotisations across (economically differentiated) technologies, artefacts, and spaces. The constitution of a place is facilitated by the language employed in signage and by speakers' public displays, performances, and interactions, which are collectively termed "linguistic landscapes" (Sround & Mpendukana, 2009).
e. The "language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings" within a given area is what defines the linguistic landscape (Landry & Bourhis 1997 as cited in Macalister, 2010).
f. The language used on items in public spaces is referred to as the "linguistic landscape" (LL) (Kayam, et.al., 2012).

The linguistic landscape functions in two ways: as an information source and as a symbol (Landry & Bourhis, 1997). The subsequent discussion will elaborate on these two functions.

a. In the informational function, the signifier's meaning distinguishes the geographical area of the people who give language to the place name. In other

words, the function of language as a marker of the region of the people who speak it serves to differentiate it from other territories belonging to different populations and languages.

b. In the symbolic function, the presence or absence of a group's language on a street sign, for example, has been demonstrated to have an impact on feelings of belonging to that group. The symbolic function is also closely related to the representation of an ethnic identity as an arena for human social interaction and performing a series of cultural activities.

To sum up, linguistic landscape is the study of language displayed in public spaces, both in written and visual form in which the text is replete with informative and symbolic elements. This includes various signs and announcements inside or outside public spaces, such as street names, product names, information boards, and others.

Earlier Work on Linguistic Landscape

A plethora of studies worldwide have been conducted by prominent researchers to investigate the signages, symbols, signs, and their meanings under the study of LL, as well as their impact on the public. the details of which are provided below:

a. Kayam et al. (2012) reveal an analysis that a paucity of multilingualism and an over-representation of English usage. The study's findings highlight the crucial role of LL analysis in achieving a comprehensive understanding of the de facto realities of several language communities in one area.

b. Lee (2019) posits that the linguistic landscape is influenced by a multitude of factors, including the products sold, the unique characteristics of the neighbourhood, the targeted consumers (particularly their linguistic preferences), and the perceived economic affordability of the area. Based on linguistic choices, it is possible to infer which products are particularly popular among visitors from diverse backgrounds.

c. Papen (2012) asserts that the manner in which the region is marketed and sold to a diverse range of consumers, including visitors, businesses, newcomers and investors, is significantly influenced by the linguistic landscape.

d. Alomoush (2019) investigated English usage in the linguistic landscape of a northern Jordanian city and found that English predominates in commercial signage due to its association with modernity and international prestige. His research shows that English is utilized to create an image of economic success in addition to being a language for functional communication.

e. Sisilda et al. (2022) explored the linguistic landscape in Palangkaraya City, Indonesia, and identified that English appears extensively in public signage even though it is not the native language. They came to the conclusion that English signage reinforces the idea of English as a distinguished and globally connected language by fulfilling both symbolic and informative purposes.

f. Mahayana et al. (2023) studied public signs in Candidasa Tourist Area, Bali, and found that English was the dominant language used in monolingual signage. According to their research, the necessity to serve foreign visitors is linked to English's strong prominence, which reflects the globalization of linguistic landscapes brought about by tourism.

It takes into account that the preceding studies demonstrate the significance of signages, symbols, and signs, along with their respective meanings, within the domain of LL. These studies illustrate the extensive scope of LL, which encompasses the provision of information to users of both spoken and written languages, facilitating the interpretation of symbols employed in written communication.

The Importance of Signage in Public Space

LL is a relatively recent sociolinguistic concept. LL is employed to describe and analyse multilingual signage in public areas and to define the socio-political and sociolinguistic nature of a particular area in modern sociolinguistic discourse, especially in the areas of language policy and language planning (Ivkovic & Lotherington, 2009). In all public spaces, signage or signs are ubiquitous, in the form of instructions to identify, provide information, direct, and facilitate the location of objects or services. These symbols or signs constitute a significant component of linguistic objects in public spaces, including malls, restaurants, coffee shops, hotels, airports, and other vital spaces. Signs, signs and symbols are considered to be of great linguistic significance in public spaces (Hancock, 2012; Yusuf et al., 2022; Gorter et al., 2021). Symbols or signs that communicate information or fulfil a specific purpose in public areas are considered linguistic objects. As demonstrated by signage such as place names, instructions and establishment names, these items serve as channels for deeper social insights than is frequently assumed, even though they are usually used to communicate spatial information (Kayam et al., 2012).

The presence of signs in public spaces with various purposes encourages linguists to research the topic of linguistic landscape (LL). The informational function of LL pertains to the demarcation of space with the aim of conveying specific information, whereas the symbolic function reflects the intricate "social realities" of individuals inhabiting that space (Kayam et al., 2012). It is evident that the role and function of signage is of paramount importance; language researchers or linguists are interested in researching the use of signs in public spaces because they have scientific value and novelty. Grbavac (2013) argues that the study of language on signs in public space is a novel field in sociolinguistics, developing at a very high speed since 1997. Cenoz and Gorter (2006), as cited in Hancock (2012), posit that the linguistic landscape exerts a substantial influence on the sociolinguistic context. Individuals process visual information, and the language used in signs can influence their perception of the status of various languages and potentially impact their linguistic behaviour. Furthermore, the linguistic landscape itself has been identified as a compelling focal point for sociolinguistic research, given its role in reflecting broader sociolinguistic processes, struggles, and policies in public spaces (Albury, 2018).

Another important aspect within the study of linguistic landscape is the symbolic and economic role of English in public spaces. Shohamy and Gorter (2009) assert that a society's social structures, economic relationships, and political dynamics are all reflected in its linguistic landscape, in addition to the language's presence. English is a chosen language for signage in international locations like airports since it frequently represents modernity, globalization, and economic might. Furthermore, Cenoz and Gorter (2006) highlighted that the linguistic landscape serves as a tool for representing the multilingual aspect of society and for increasing awareness of language diversity. According to their research, public perceptions of both languages can be influenced by English's exposure alongside local languages, which frequently raises English's perceived status. Furthermore, according to Lou (2016), the use of English in public and commercial signage in non-English speaking nations is commonly associated with "place-making" tactics meant to create areas that are seen as contemporary, global, and international. Therefore, the study of English usage in public signage, such as at Sultan Hasanuddin International Airport, is crucial for

understanding how language choices are intertwined with broader social processes like globalization, identity construction, and cultural representation.

Research Method

This research employs a mixed-methods approach, characterised by the explanatory sequential design. In this research design, data collection is carried out sequentially, with quantitative data being collected first and then qualitative data. So, the quantitative results obtained are consistent with the qualitative data collected (Creswell and Creswell, 2023). The research utilised both quantitative and qualitative data to address the two research questions: (1) What are the forms of English signage used? and (2) What are the language patterns used for the four types of signage in terms of operational, facility, office and warning at the Sultan Hasanuddin International Airport?

Survey Areas

The study, conducted in 2025, employed systematic photography of signages in Sultan Hasanuddin International Airport, South Sulawesi, Indonesia. The photographs encompass three categories of signage: operational, facility, and warning signage at the airport.

Diversity or Heterogeneity Sampling Technique

In relation to the collection of data, the study adopted a heterogeneity sampling technique, which is commonly known as a purposive sampling technique, categorising English signage at the airport into three distinct categories and encompassing both external and internal airport environments. It takes into consideration that purposive sampling is a research sampling technique that aims to obtain a sample that is the most representative and can provide information that is relevant to the research objectives (Muhayyang et al, 2023; Creswell and Creswell, 2023).

Instruments

The focal point of this research endeavour lies in the realm of English signage within the confines of Sultan Hasanuddin International Airport. The photographic documentation of these signs has been meticulously categorised into three distinct classifications: namely, operational, facility, and warning signage. The classifications under consideration function as the primary data collection framework for the present study. The study's objective is to ascertain the prevalence of English signage in terms of words, phrases and sentences, and the language patterns employed, categorised as monolingual, bilingual and multilingual. Photographic evidence in the form of grain marks of the linguistic landscape is the result of IPhone 13 and Samsung A54 camera shots on Saturday, 10 January 2025. The act of photographing as a method of data collection is a recognised research technique in the field of LL studies. LL publications are required to include photographic documentation pertaining to the subject of written language in public spaces (Gorter, 2006; Hult, 2008; Landry & Bourhis, 1997).

Procedures

In order to collect the necessary data, the researchers undertook the following procedures:

a. The researchers wrote to the General Manager of Sultan Hasanuddin International Airport.

b. The airport's general manager requested that the researchers approach the airport authority to gain access to the interior of the airport for data collection.
c. The airport authority requested coordination with the security and IT team for permission to access various checkpoints without any difficulties.
d. The researchers collected the data using iPhone 13 and Samsung A54 cameras.
e. The researchers selected and identified the relevant data related to the research questions. This included presenting the data clearly and organized.
f. A quantitative and qualitative descriptive conclusion was finally drawn in response to the English signage analysis used in the airport.

Data Analysis

The data collated to address this study's two questions were analyzed using quantitative and qualitative approaches. Statistically, the data were in percentages to find the language forms of words, phrases, and sentences, and language patterns of monolingual, bilingual, and multilingual used in three English signage: operational, facility, and warning at the airport. The statistical data obtained will be analysed descriptively using a theory developed by Miles, Huberman, and Saldana (2014). The aforementioned theory encompasses data condensation, data presentation, and conclusion drawing/verification.

Results

This section provides responses to the two research questions that were addressed: firstly, the forms of English signage use, and secondly, the use of language patterns for the three types of signage in terms of operational, facility, and warning at the Sultan Hasanuddin International Airport. The analysis yielded three distinct findings. Firstly, English is used in isolation, as evidenced by English-only signs. Secondly, English is employed concurrently with Indonesian, as demonstrated by English-Indonesian signs, suggesting a dual-language utilization. Thirdly, English is employed in a code-mixing context, reflecting a blend of three different languages: Indonesian, English, and Mandarin. These results clearly demonstrate that English is frequently utilized in the three airport signage options. The following description illustrates the three language patterns in which English signage is used: monolingual, bilingual, and multilingual. It uses words, phrases, and sentences to convey information to everyone in the area.

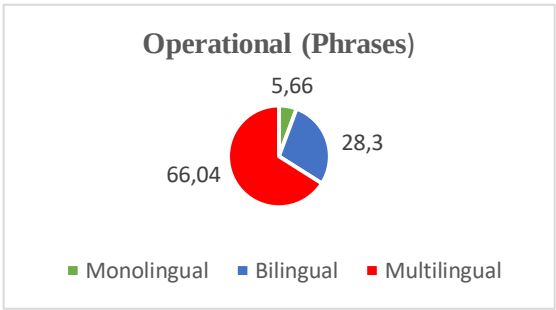
Operational Signage

The following table and graphic present the statistical data obtained on the three language forms: words, phrases, and sentences in the three language patterns utilized on the English operational signage: monolingual, bilingual, and multilingual.

Table 1 Operational Signage

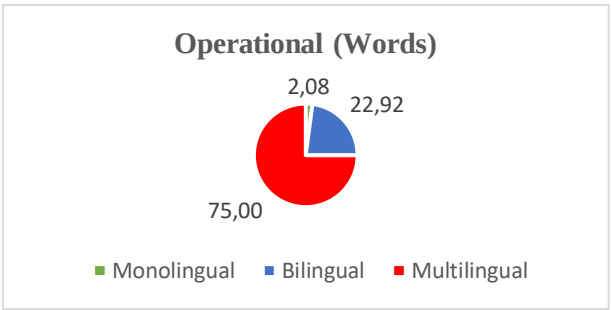
Signage Categories	Language Forms	Language Patterns	Number	Percentage	Total
Operational	Word	Monolingual	1	2.08	100
		Bilingual	11	22.91	
		Multilingual	36	75	
	Phrase	Monolingual	3	5.66	100
		Bilingual	15	28.3	
		Multilingual	35	66.03	
	Sentence	Monolingual	0	0	
		Bilingual	2	100	

		Multilingual	0	0	100



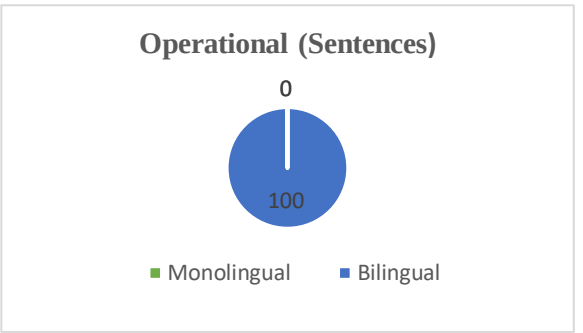
Graphic 1: Words in Operational Signage

In graphic 1 above, operational signage is analyzed based on the number of words used. The analysis reveals that there is a total of 1 monolingual sign, which accounts for 2.08% of the overall signage. In contrast, 11 bilingual signs make up 22.92% of the total. Most of the signage consists of multilingual signs, with a total of 36 words, representing a significant proportion of the overall signs. This distribution highlights the varying levels of language diversity used in the operational signage, reflecting the need to accommodate different linguistic groups in the area.



Graphic 2 Phrases in Operational Signage

The graphic 2 above presents an analysis of operational signage based on the number of phrases used. The findings show that 3 phrases make up 5.66% of the total signage. Meanwhile, 15 phrases account for 28.30% of the total. The largest portion of the signage is comprised of 35 phrases, representing 66.04% of the overall signs. This distribution highlights the dominance of the largest group of phrases, reflecting a greater reliance on diverse linguistic expressions (Multilingual), such as Bahasa, English, and Mandarin, in signage. This demonstrates the endeavor to fulfill the communication needs of various audiences in a more inclusive and effective manner, using multiple languages that are accessible to different groups.



Graphic 3 Sentences in Warning Signage

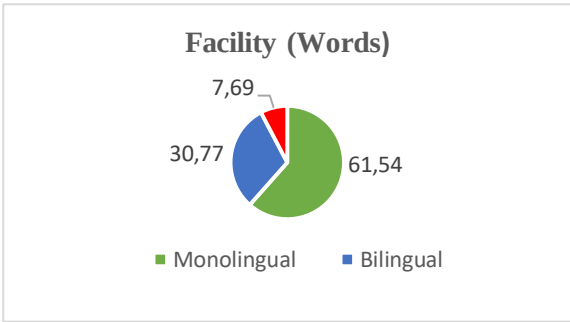
The diagram illustrates the distribution of operational signage based on the use of sentences. It reveals that 2 out of 2 signage items, or 100%, utilize bilingual sentences, meaning all operational signage incorporates two languages. There are no monolingual signs, indicating that none of the signage uses just one language. Additionally, there are no multilingual signs, suggesting that no signage uses more than two languages. This distribution highlights a clear emphasis on bilingual communication, ensuring that a wider range of individuals can understand the signage.

Facility Signage

The statistical information gathered on the three language forms—words, phrases, and sentences—in the three language patterns used on the facility signage in English is displayed in the table and graphic below: monolingual, bilingual, and multilingual.

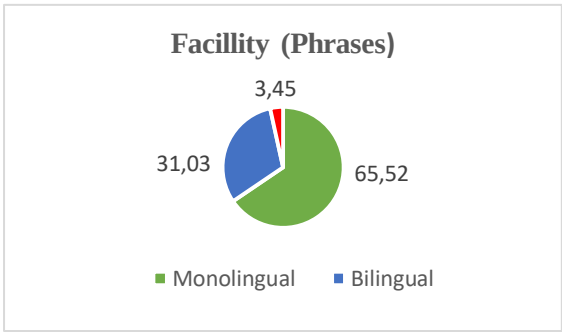
Table 2 Facility Signage

Signage Categories	Language Forms	Language Patterns	Number	Percentage	Total
Facility	Word	Monolingual	8	61.5	100
		Bilingual	4	30.76	
		Multilingual	1	7.69	
	Phrase	Monolingual	19	65.51	100
		Bilingual	9	31.03	
		Multilingual	1	3.44	
	Sentence	Monolingual	2	100	100
		Bilingual	0	0	
		Multilingual	0	0	



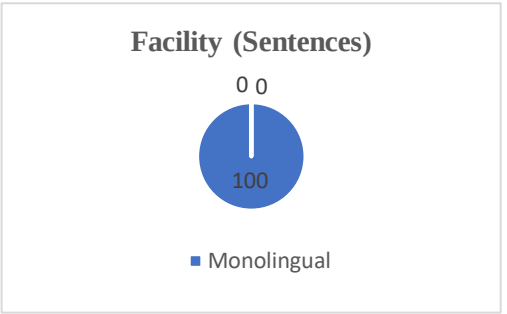
Graphic 4 Words in Facility Signage

The graphic 4 above presents the distribution of facility signage based on the number of words and their linguistic classification. Of the signage, 8 words are monolingual, making up 61.54%, indicating that most signage uses only one language. In addition, 4 words are bilingual, accounting for 30.77%, showing the use of two languages in the signage. Lastly, 1 word is multilingual, representing 7.69%, which indicates the inclusion of more than two languages. This distribution emphasizes the varied linguistic approaches used to effectively communicate with a diverse audience in the facility.



Graphic 5 Phrases in Facility Signage

The graphic 5 shows the distribution of facility signage based on the number of phrases used. It indicates that 19 monolingual phrases for 65.52% of the signage, making it the largest. In contrast, 9 bilingual phrases make up 31.03% of the total, while 1 multilingual phrase represents only 3.45%. This distribution highlights that most of the signage relies on monolingual phrases, reflecting a more straightforward and single-language communication approach. Meanwhile, multilingual signage makes up the smallest portion, showing that fewer signs are designed to accommodate multiple languages.



Graphic 6 Sentences in Facility Signage

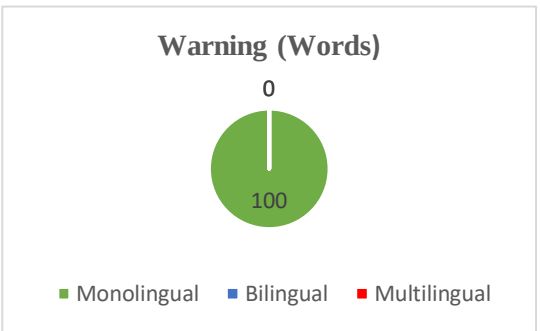
The graphic 6 above shows the distribution of facility signage based on sentences. It reveals that 100% (2 from 2) of the signage uses monolingual sentences, meaning all the facility signage consists of only one language. There are no bilingual or multilingual sentences present, indicating that the entire signage is communicated using a single language. This approach simplifies the communication process for those who are familiar with that language but may limit accessibility for speakers of other languages.

Warning Signage

The statistical information acquired on the three language forms: words, phrases, and sentences in the three language patterns used on the warning signage in English is given in the table and graphic below: monolingual, bilingual, and multilingual.

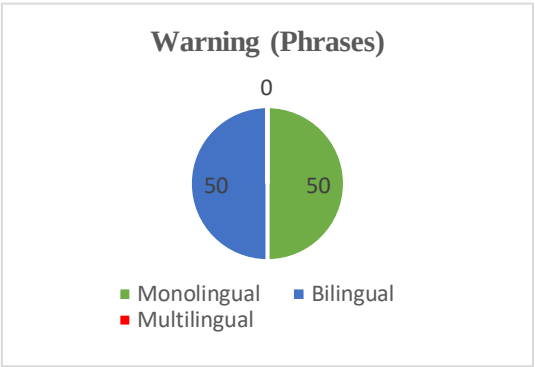
Table 3 Warning signage

Signage Categories	Language Forms	Language Patterns	Number	Percentage	Total
Operational	Word	Monolingual	6	100	100
		Bilingual	0	0	
		Multilingual	0	0	
	Phrase	Monolingual	3	50	100
		Bilingual	3	50	
		Multilingual	0	0	
	Sentence	Monolingual	1	10	100
		Bilingual	8	80	
		Multilingual	1	10	



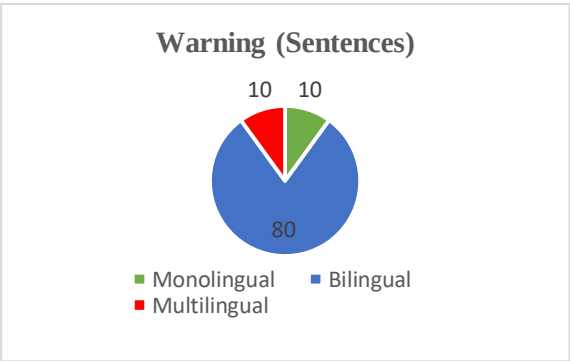
Graphic 7 Words in Warning Signage

The graphic 7 above illustrates the distribution of warning signage by words. The diagram shows that 2 from 2 or 100% of the warning signs use monolingual, which means all warning signage use one language. No bilingual or multilingual words are in the warning signage, indicating that the warning message is communicated in only one language. This indicates that the warning signs are aimed at an audience that is familiar with the language used. It also allows people to understand the meaning of the sign more quickly if only one language is used.



Graphic 8 Phrases in Warning Signage

The graphic 8 above shows the distribution of warning signage based on phrases. It reveals that 50% of the warning signage uses monolingual phrases, while the other 50% utilizes bilingual phrases, indicating an equal distribution between signs that use only one language and those that use two languages. Notably, there are no multilingual phrases in the signage, suggesting that the warning signs are designed to accommodate both monolingual and bilingual audiences, but not multiple languages beyond two. This balanced approach ensures that the signage can be understood by a wider range of people while maintaining simplicity and clarity.



Graphic 9 Sentences in Warning Signage

The diagram above illustrates the distribution of warning signage based on sentences. It shows that 10% of the warning signage uses monolingual sentences, while 80% of the signage employs bilingual sentences, catering to audiences who understand two languages. Additionally, 10% of the signage features multilingual sentences,

incorporating more than two languages. The remaining 80% is bilingual (English-Bahasa), indicating a significant effort to accommodate various linguistic needs. This distribution reflects a well-balanced approach, ensuring accessibility for a diverse audience using multiple languages.
Furthermore, a careful examination of the picture evidence revealed a number of English use mistakes and inconsistent signage language. Operational, facility, and warning signage at the airport showed the deviations from guidelines set by the Indonesian government described in the following lines.

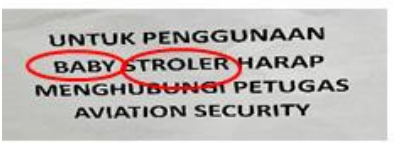
Typical Errors in the Use of English
According to the findings of the photographic study, the airport's operational and facility signage both include multiple faults in their English usage. The mistakes include (a) incorrect prepositions, (b) incorrect word usage, writing, and translation, and (c) inconsistent use of the same phrase for the same thing. These mistakes are described as follows.

a. The preposition 'in' has been incorrectly used in the word 'welcome' on one of the facility signs. The correct preposition to use here is 'to', as can be seen in one of the operational signs. This indicates that the use of prepositions in the word 'Welcome' on the signs at the airport is incorrect and inconsistent. The two prepositions can be seen in the two images below.





b. The misuse of words like "baby" and "babby" and "stroller" and "stroler" that have the same perceived meaning as those on facility and warning signs. When referring to a very young person, even one who has not yet been born, the term "baby" is frequently used. In the UK and US, "babby" is used as slang. Additionally, the terms "stroller" and "stroler" have the same meaning; the only distinction between them is that one uses two "l" letters, while the other does not. This reveals a discrepancy between the formal and informal terms used in "baby and babby" as well as in the English spelling of "stroller" and "stroler" on the airport signage as shown in the following image:







c. The error in question pertains to the incorrect usage of the term "arrived" in one of the operational signs, in contrast to the lexical meaning of the word "arrival". The correct term is "arrival", as evidenced by other operational and facility signage. The former, being the past tense form of the verb "arrive", is used to indicate an action that has occurred in the past; the latter, being a noun, is used to indicate the act of arriving. The use of different words in this case indicates an inconsistency in the use of English on signage according to English lexical rules, as can be seen in the images below.

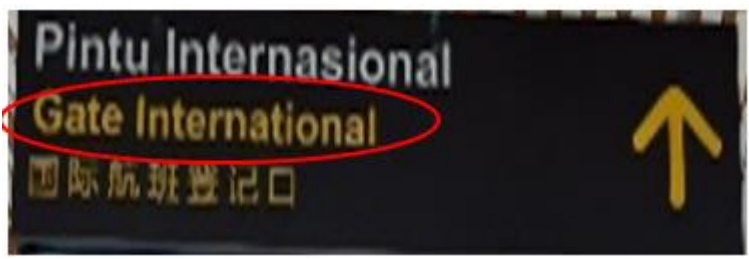




d. This error in word usage results in a deviation from the established syntactical rules of English, particularly in the context of operational signage. The word 'lets', when employed with an apostrophe, is used to denote the 'encouraging command form' in the signage, serving as a marker for an informal way of suggesting that something should be done together. Conversely, the word 'lets' without the apostrophe signifies the third person singular imperative. This error is indicative of a grammatical inaccuracy present in the signage at the airport, as illustrated in the following image.



e. Errors in phrase usage have an impact on English morphosyntactic errors. One such error is observed in the operational signage, namely 'Gate International', which should be 'International Gate'. This error arises from a literal translation of the signs, which disregards the rules of the English language, particularly the arrangement of phrases, as illustrated in the following image.



f. Some operating signs was also found to have word translation errors, as shown below.

'Good Evening' is a translation of 'Selamat Sore'. While "evening" in English refers to an ambiguous time of day between sunset and midnight, "afternoon" in Indonesian refers to the period from midday until just before dusk. The operative signage 'Selamat Sore' has a translation problem as a result, as may be seen below.



The phrase "Free Baby Stroller Service" is translated as "Baby Stroller Station, Free of Charge". To make the English language simpler, it is advised that the phrase "Free Baby Stroller Service" be used alone, without the phrase "free of charge" added. The phrase can be seen in the following image.



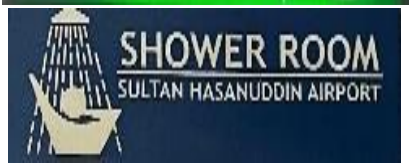
The inconsistent wording on operational, facility, and warning signage

As listed below, operational, facility, and warning signage have been found to have inconsistent use of signage language in compliance with Indonesian government standards.

a. The use of English as a foreign language at the bottom and Indonesian at the top shows the contradiction. Signage that uses monolingual words and phrases (English only) demonstrates this disparity. This shows that, in accordance with the guidelines, the Indonesian language is in its correct place and is not contrasted with English, as can be seen in several of the pictures below.









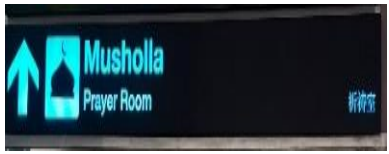
Furthermore, as seen in the following image, an examination of the operational signage indicates the existence of a specific phrase that has English at the top, Indonesian in the middle, and Chinese at the bottom.



b. Words and phrases with the same meaning in English are not always used consistently. The phrase 'Toilet, Ladies and Gents', for instance, describes a urinal and defecation fixture, especially one with a big bowl and a ring-shaped seat that uses water to flush the waste material into a septic tank or sewage system. In a similar vein, several signs that alert Muslim passengers to the location or direction of prayer use the terms "Praying Room" and "Prayer Room" inconsistently. The pictures below provide evidence of this phenomena.









c. The suffix 's' was not always used consistently as a plural identifier for the term 'toilet' in operational and facility signage, as shown in the accompanying pictures. In certain cases, the word has the 's' suffix, whereas in other cases, it does not. As seen in the following illustrations, this implies a lack of knowledge regarding the application and significance of the 's' suffix on the same word.





Discussions

Being an international airport, Sultan Hasanuddin receives a great deal of traffic from people speaking many different languages. To communicate with these passengers, the airport presents information in various languages as well. To cater these variations to deliver information to those people, one of the most effective forms of information

media used is signage. As a result, the different signs available in operational, facility, and warning at the airport use different languages as well, as described in the research results. First, signs that exclusively utilize English demonstrate how English is used independently. Second, English-Indonesian signs, which denote the employment of two languages, demonstrate that English is used alongside Indonesian. Third, English is utilized in a code-mixing context, which reflects a combination of Indonesian, English, and Mandarin. This outcome unequivocally demonstrates that English is frequently used in the three airport signage options. This implies that in a global society with many linguistic and cultural diversity, English, one of the world languages, is becoming more and more evident in communication and social interaction (Gorter, 2006; Riandi & Nupus, 2022; Sisilda et al, 2022). As a result, it makes sense that Hasanuddin International Airport's signage is primarily in English.

In the linguistic landscape perspective, the use of English takes the shape of words, phrases, and sentences with monolingual (English only), and bilingual (Indonesian-English; English-Indonesian), and multilingual (Indonesian-English-Mandarin) patterns on facility, warning, and operational signage at the airport. Firstly, in operational signage, English is paired with two other languages: Indonesian and Mandarin. It is more frequently used in words (75%) and phrases (66.04%) than in sentences, where it is paired with Indonesian in a very high percentage (100%). The operational signage's use of English in terms draws attention to the various degrees of linguistic diversity employed, which reflects the necessity of accommodating the region's various linguistic communities. In terms of phrases and sentences, it shows an effort to use numerous languages that are accessible to different groups in order to more effectively and inclusively meet the communication demands of diverse audiences. As a result, bilingual communication is clearly emphasized, guaranteeing that a greater variety of people can comprehend the signage. Relating to the linguistic landscape, Sari et al. (2022) researching on "Variasi Lanskap Linguistik Museum di Magelang" found that the most common bilingual usage was in English and Indonesian, or vice versa. They discovered that the most common linguistic landscape variation among the four in the city of Magelang (OHD Museum, Sudirman Museum, BPK RI Museum, and Volcanology Museum) is various types of bilingualism between English and Indonesian. This is due to the fact that English is utilized as an additional language to make sure that visitors from other countries can read it.

Secondly, English is primarily used alone in facility signage, both as words (61.54%), phrases (65.52%), and sentences (65.52%). The facility's usage of English highlights the variety of language strategies employed to successfully connect with a wide range of audiences. In terms of English phrases, it emphasizes that the majority of the signage uses monolingual phrases, indicating a simpler, one-language communication style. The smallest percentage is made up of multilingual signage and English in sentences, indicating that fewer signs are made to support various languages. Regarding to these findings, Mahayana et al (2023) conducting their study on "Public Signs in Objek Wisata Candidasa (OWC): Linguistic Landscape Study" found that with a rate of 45.05%, English is the most common language used on public signs in OWC that are monolingual. In addition, Alomoush (2019) revealed that monolingual English signs are more widespread in the linguistic landscape (LL) than Arabic in Jordan indicating that today English has become a symbol of prestige and social status, and the foundation of success and commercial excellence there. In short, it simply means English makes communication easier for people who know that language, but it might make it harder for others who speak different languages to communicate.

Finally, on warning signs, monolingual English also predominates in terms of word usage (100%), bilingual English predominates in terms of sentences (80%), and Indonesian is balanced in terms of phrases (50%). The warning signs' usage of English is intended for a readership that is used to the language. If only one language

is employed, it also makes it possible for others to comprehend the sign's meaning more rapidly. It is noteworthy that the warning signs do not contain any multilingual terms, indicating that they are intended for audiences who are monolingual or bilingual but not multilingual in more than two languages. This well-rounded strategy guarantees that the signage is clear and simple enough for a larger audience to understand. A well-balanced approach is demonstrated by the warning signage's usage of English and Indonesian composed sentences, guaranteeing accessible for a multilingual audience.

The results of this study explicitly show that English the primary language used on the three aforementioned airport signages. To address this issue, Widiyanto (2022) states that English is one of the languages that people encounter most often and that competes with other languages in public spaces. Furthermore, it is impossible to avoid the usage of code-switching in the form of multilingual signage in airports and other public areas. Because of Indonesia's language usage regulations, this supports the notion that the national language still has the most influence over language use in public settings (Kridaludy and Harimurti, 2008; Sa'diyah & Prabaningrum, 2023; & Hasriani and Rayhana, 2024). This indicates that the rule upholds the language's status as a language that can be paired with one or more other languages because of their common linguistic characteristics. Thus, code-switching, in the form of translations on airport signage, can be used to provide passengers with different linguistic and cultural backgrounds with information that they can understand.

However, there are several issues with the English signage at Sultan Hasanuddin International Airport. In operational and facility signage, two kinds of errors are commonly seen: (1) improper use of English in accordance with its grammatical standards, and (2) the utilization of inconsistent signage language. Among the mistakes in English language are incorrect prepositions, incorrect word usage, incorrect writing and translation, and inconsistent use of the same term for the same item. Additionally, the inconsistent signage language use occurred in some other ways; (a) English words and phrases with the same meaning are not typically used in the same way, (b) the suffix "s" in English was not always used consistently as a plural identifier, and (c) the paradox is illustrated by the use of Indonesian at the top and English as a foreign language at the bottom. These inconsistencies also show up in the wording of operating, facility, and warning signs. In line with these findings, Mohebbi and Firoozkohi (2021) in their research on "A typological investigation of errors in the use of English in the bilingual and multilingual linguistic landscape of Tehran" made an effort to find several kinds of mistakes in the LL of Tehran's top-down and bottom-up English usage. Their study showed that, in order of frequency, five incorrect classifications—mistranslation, spelling, transliteration, grammatical, and L1 influence were found on signs located around the city. In terms of the incidence of top-down/bottom-up polarity errors, 67.7% of the errors were caused by top-down signs put up by government offices and agencies. The aforementioned results indicate that the English language usage norms of the airport's English signage, which serves as a communication tool for passengers and other users in the surrounding area, contain errors. These errors may occur and persist since the airport administration is not aware of them. The corporation that provides the English signage and passengers who are aware of the written English language rules, especially those seen on airport signs, are not criticized by the management because it has become an ignored issue. In conjunction to the appearance of errors on English signage, Nenotek et al. (2024) conducted a research on "Errors of Written English on the Outdoor Signs in Kupang City, Indonesia: Linguistic Landscape Approach" found some faults of Written English on the Outdoor Signs in Kupang City. The primary spelling system faults, including the removal of English sounds and the substitution of Indonesian sounds for English sounds were discovered and the first language interference of the

sign's author or writer contributed to these inaccuracies, which were caused by English language proficiency. However, the English signage that is presented with errors can still be understood and communicated with by passengers. Concerning the aforementioned, Renema (2018), who does research on “Effective Airport Signage” found that the majority of respondents understood and accepted non-standard English, but it failed to compete with Standard English variants in terms of effectiveness; nevertheless, some Standard English varieties were less effective than others.

Conclusions

Several critical conclusions about the existence of three airport signage that are a component of the linguistic landscape study have been made in light of the data analysis results that are described in the findings and discussion sections. In relation to the linguistic landscape perspective, the Sultan Hasanuddin International airport of operational, facility, and warning signage displays English words, phrases, and sentences in monolingual (English only), bilingual (Indonesian-English; English-Indonesian), and multilingual (Indonesian-English-Mandarin) patterns. First, Indonesian and Mandarin are the two languages that are used alongside English in operating signage. Compared to sentences, where it is associated with Indonesian in a very high percentage (100%), it is utilized more often in words (75%) and phrases (66.04%). Second, the majority of facility signage uses English exclusively as words (61.54%), phrases (65.52%), and sentences (65.52%). Last, in terms of warning signage, Indonesian is balanced in terms of phrases (50%) and bilingual English prevails in terms of sentences (80%), but monolingual English also dominates in terms of word usage (100%). In addition, the English signage at the airport has a number of problems. Two types of faults are frequently observed in operational and facility signs: (1) incorrect usage of English in compliance with its grammatical requirements, and (2) inconsistent use of signage language. Incorrect prepositions, improper word usage, improper writing and translation, and inconsistent use of the same term for the same item are some examples of errors in the English language. Furthermore, there were other instances of inconsistent signage language use: (a) English terms and phrases that have the same meaning are not always employed in the same way, (b) the English suffix "s" was not always employed consistently as a plural identifier, and (c) the usage of English as a foreign language at the bottom and Indonesian at the top illustrates the dilemma.

Implication of the Study

Significant socio-cultural changes in non-English speaking nations like Indonesia are highlighted by the obvious use of English in public places like Sultan Hasanuddin International Airport. The widespread use of English in operational, facility, and warning signs demonstrates the increasing global influence of English as an international lingua franca, serving not only as a practical means of communication but also as a symbol of modernity, internationalism, and prestige. In multicultural and multilingual societies, the use of English reflects aspirations to connect with the global community, make important public spaces like airports easier for international travellers, and facilitate smoother navigation and interactions. Nevertheless, this phenomenon also raises concerns about linguistic equity and the preservation of national identity. English signage may unintentionally diminish the local language and culture, even while it welcomes tourists from around the world. This is especially true if local languages are not equally represented or if translation errors continue to occur. Additionally, the signage's erratic and occasionally inaccurate use of English may harm the nation's reputation abroad. It might imply a cursory adoption of English without a thorough comprehension of how to use it correctly, which could have an impact on how public institutions are viewed as credible and professional.

From a sociocultural point of view, the adoption of English as a language represents a threat to cultural authenticity as well as an acceptance of global connection. It illustrates the continuous conflicts between pressures of globalization and the requirement to uphold national language rules, as outlined in Indonesian regulations. Therefore, in order to maintain cultural identity in public settings, attempts to maintain the importance and accuracy of the national language must be balanced with English's vital role in fostering inclusion and global involvement.

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