The Role of Signboards in Public Spaces: a Geosemiotic Study of Gaia Bumi Raya Shopping Center

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Abstract
A signboard is a commonplace landmark in our everyday lives that has a purpose that is frequently overlooked. Using a geosemiotics theory approach, this study aims to clarify signboards' vital role in public areas, whether they are found adorning modern commercial centers or tourist locations. The purpose of this article is to highlight how important it is to pay attention to the wording that these signboards use. The research approach entails taking pictures of different signs around Gaia Bumi Raya and then utilizing the geosemiotic analysis method to analyze the data that has been gathered qualitatively. Writings on banners, booklets, directional signboards, and place-specific signboards are all included in the data. With 24 multilingual signboards, 138 monolingual signboards, 59 signs, and 99 signboards at stall sites, the results show a varied landscape. The signboards located in Gaia Bumi Raya are of particular significance as they serve as vital means of communication within the contemporary shopping area.
Key words: geosemiotics, signboard, public spaces, Gaia, shopping center, linguistic landscape

1. Introduction

Language acts as a critical link in the communication chain, enabling contact between two or more people. Its importance permeates interactions between humans and inanimate objects, in addition to human-to-human communication. Situated inside the domain of social phenomena, language is deeply woven into the fabric of the human experience, developed and molded by the various circumstances people face in their lifetimes (Adriana, 2011). Indonesia's economy has grown remarkably since 1985, resulting in the creation of private banks, contemporary shopping malls, and other innovations (Muqri et. al., 2016). A significant increase brought about by globalization has an effect on language dynamics. Beyond simple structure, language's essence is entwined with its capacity to adjust to the complexities of the social situation (Chaer et al., 2022). The vocabulary that is typically used in written forms, such as books, is increasingly being adapted for use on signboards. These billboards, which are commonly seen in public areas, act as crucial landmarks that define a specific setting (Erikha, 2018). Due to the intense competition created by continuous economic growth, signboards are becoming an essential tool for entrepreneurs to use while showcasing their goods. Even though people frequently ignore these signs in public areas, they function as oblique channels of communication that present a range of services. The public often fails to see the full value of signboards, despite their widespread presence.

Signboards are ubiquitous in public areas and play an important role as a means of communication. This increase in their frequency is indicative of how globalization has affected our environment. New communication mediums are becoming increasingly popular due to their numerous advantages, which include high efficiency, ease of use, wide reach, and interactive features (Jiaqi et.all, 2023). Signboards are used by a variety of organizations as a means of communicating ideas, information, feelings,

skills, and more. By definition, communication is the complex process of conveying messages by using symbols, which can include words, images, numbers, and other symbolic components (Pohan and Fitria, 2021; Syahrani, 2021). Beyond spoken language, communication exists in the domain of words and symbols.

Signage, which includes the collective language found in street names, place names, business shop signs, public signs on government buildings, and billboards, is an essential part of the linguistic environment. Collectively, these factors influence how language is spoken in particular geographic areas or metropolitan areas (Lu et al., 2021). The text on these billboards aims to create a mutually beneficial interaction between language and image by acting as a discourse that shapes and establishes a unique identity (Im, 2023).

This study uses a methodological strategy that involves taking pictures of signboards in a particular location and using those as the main subjects of analysis. The goal is to unravel the complex series of exchanges and connections that exist between language and different contextual elements in the provided setting. Scollon and Scollon (2003) state that the meaning system that makes it possible for language and the physical environment to combine is the main focus of the geosemiotics study (Wang, 2021). Several of the cited studies focus on public settings and explore various aspects of multilingual dualism. These studies look at things like the presence, representation, and visual placement of various languages, as well as how people interpret the languages that are shown on city walls (Amara, 2018). A sign's corresponding language changes and acquires new meanings based on how a particular group uses and interprets it throughout a particular discourse (Im, 2023). However, the geosemiotics method requires a complementarity that recasts space as society, raising theoretical and methodological questions that advance the development of place beyond static representations as context alone (Whittingham, 2019). Academics view language use in public debate as a valuable instrument for comprehending the identity and ideology unique to a particular region (Scollon and Scollon, 2003).

The research in this paper is conducted using a geosemiotics theory approach. As researchers like Scollon and Scollon (2003) have stated, geosemiotics is the study of signs and discourse in a particular location to understand the production of meaning in the physical world. This method holds great promise for elucidating the function of place in literacy interaction (Papadima and Kourdis, 2022). Distinguishing itself from broad semiotic methodologies that focus on the interpretation of signs in language, geosemiotics focuses on signs found in the physical environment. This includes tangible items that are a part of daily life (Sugiyanto et. al., 2020).

A geosemiotics method, which examines signs, including signage, in public settings, is more appropriate in this situation. Semiotic theory holds that human nature is influenced by appropriate conventions, which in turn shape our ability to understand recognized signs. Semiotics places a high value on human behavior because people's behaviors are closely linked to their perception, interpretation, and subsequent responses. Understanding "interaction sequences," "visual semiotics," and "semiotics of place" thoroughly is fundamental to the discipline of geosemiotics (Hamid, 2015).

Researchers Lu et al., (2021) who investigated the language environment of China's Dali Ancient City reached the same geosemiotic conclusions. According to their research, English outperforms other foreign languages in Dali Ancient City, China's linguistic landscape, and Mandarin is the most widely spoken language in the region. English is also the most widely used universal language in public space signage. Wedin conducted a concurrent study in 2021 to investigate the idea of schoolscaping in the third space. The results showed that there was no multilingual language space in the classroom. As a result, through procedures like contestation, resistance, and

manifestation, students are given the chance to create a third space for norm negotiation (Wedin, 2021).

Numerous scholars, such as Sugiyanto et al. (2020), have explored the geosemiotic discourse around public areas. Their work particularly highlights Yogyakarta City's rejection of NYIA, offering insightful information on how public opinion and geosemiotics interact in urban settings. The study's conclusions show that the community's complaints, as shown by the street art beside the Amarta Bridge, function as a means of promoting agreement on rejection, support, or response. Furthermore, Whittingham (2019) geosemiotics research expanded the sphere of understanding in this interdisciplinary topic by exploring preschool and school spaces. As a mediator for literacy interaction, this study shows that integrating social geography with a broader geosemiotics approach can create a dynamic and dialogical relationship among material, physical, and social resources. Lou (2017) did a study on geosemiotics that delves into public spaces, particularly the places of consumption and feeling of place in three different Hong Kong markets. The study reveals that every market comprises a unique arrangement of geosemiotic aggregates in which consumers interact with specific forms of communication and sensory elements inside the area.

Geosemiotic investigations have been carried out in the Gaia Bumi Raya Pontianak area, mainly focusing on signpost data, utilizing the results of previous research. There is, however, a clear vacuum in the literature because no comprehensive study has yet been conducted on the signs in a well-known Pontianak mall and examined using a geosemiotics lens.

The primary objective of this study is to identify the roles that signage plays in code preference, its purpose as a sign, and its place as a communication medium in geosemiotic environments. The purpose of this essay is to emphasize how important it is for people to pay attention to the language that is used on signboards in public areas, whether they be contemporary shopping centers or popular tourist locations. A thorough knowledge will be attained through this research, illuminating which language landscapes are instructive or symbolic.

2. Literature Review

2.1 Signage

A signboard is used as a location indicator (Erikha, 2018). The sign includes multiple assumed recipients (Niedt and Seals, 2021). As a result, there are numerous signboards that each have a different interpretation. These signs are frequently seen in public areas, and each one has a distinct shape and meaning (Muqri et al., 2016). Signboards are commonplace markers that we come across in many different places on a regular basis. They can take many different forms, such as those found in street names, restaurants, places of worship, and commercial buildings (Wulansari, 2020).

It is typical to see linguistic variance on a signboard. Some signs only use one language, whereas others use many languages. (Khusna, 2022) divides linguistic variation on signboards into three categories: multilingual, bilingual, and monolingual variations. A signboard that only uses one language is considered a monolingual variation. Multilingual variation comprises using multiple languages on a single signboard, whereas bilingual variation uses two separate languages on a signboard. The application of these variants reflects an amalgam of several language forms.

In public settings, signage often takes the form of signs, reflecting the language landscape. The language used in place names, street names, public road signs, billboards, government building public signs, and business shop signage is also part of linguistic landscapes. These elements work together to influence the linguistic features of certain areas or metropolitan areas (Lu et al., 2021). The purpose of these signs is to communicate a message from one person to another (Uwen, 2019).

2.2 Geosemiotics

According to Lu et al. (2021)., geosemiotic theory identifies three fundamental components: emplacement, inscription, and code preference. Code preference refers to the organizational hierarchy and spatial arrangement of languages within bilingual or multilingual signage, reflecting the relative social status of each language within a community. Inscription encompasses the material and visual aspects of signage, such as typography, materials used, layering of signs, and any alterations in their status. Among these elements, emplacement—which includes processes of decontextualization and transgressiveness—is considered the most essential aspect, highlighting the spatial positioning of signs within their environments.

Scollon and Scollon (2003) emphasize that geosemiotic analysis must account for both social and physical contexts to fully interpret the meanings embedded in public signage. They argue that language in public spaces cannot be properly understood in isolation from the material world it inhabits. Through a systematic exploration, they investigate how language and signs interact with, and are shaped by, their sociocultural and spatial environments (Holmberg, 2021).

The application of a geosemiotic framework necessitates the integration of qualitative methodologies grounded in ethnographic approaches. Researchers are encouraged to employ multimodal documentation — including the collection of texts, mapping of locations, observations of interactions, and tracking of movement pathways—to construct a comprehensive understanding of how signs function across different settings. This methodological approach has been increasingly adopted in early literacy research to examine how signs and discourses act as key resources across domains such as the home, public spaces, digital environments, and commercial contexts (Whittingham, 2019).

Furthermore, Scollon and Scollon (2003) stress that material spaces and social activities are intricately linked through discourses, signs, structures, and human behaviors. Geosemiotics thus focuses on the ways in which these elements index meaning within specific contextual frameworks. Signs may manifest as icons (resembling their referents), indices (pointing to or indicating their referents), or symbols (arbitrarily representing their referents). It is important to note that these categories often operate simultaneously rather than exclusively. Regardless of form, all signs are inherently indexical, as their meanings are deeply dependent on the specific spatial, temporal, and situational contexts in which they occur.

3. Methods

This study uses a qualitative methodology and a methodological framework based on geosemiotic analysis. The investigators engaged in an active field study, employing meticulous observational methods to get primary data and insights (Asfar, 2016). Data was collected by using field observation and literature study methods (Effendy et al., 2023). The research material is gathered via on-site photography at the Gaia Mall and consists of pictures of signboards in Gaia Bumi Raya. Systematic documentation of

public and private signboards, signage, and booth names was part of the approach. The recorded findings were then painstakingly divided into various categories in preparation for additional examination. The data of this study are things related to language use in public areas obtained through observation and documentation (Setiawan et al., 2023).

3.1 Data collection

A systematic documentation approach was used for the data gathering process, and researchers used a camera to take many pictures of the pamphlets and signboards in Gaia Bumi Raya. The photographs were chosen according to how well they addressed the particular problem formulation that was being looked into. Notably, for ease, the pictures were taken with a smartphone camera. After that, an established methodological approach will be used to analyze the field data. The gathered information consists of a wide range of items, such as menu boards from restaurants, landmarks, wayfinding signs around Gaia Bumi Raya, retail stores, and stands selling electronics and accessories. In order to provide a thorough analysis, this study collected 320 data points from a variety of signboards, signs, and booklets.

3.2 Data analysis

The gathered information is analyzed using a qualitative methodology, specifically geosemiotic analysis. This research style creates a complex and nuanced picture that is expressed through descriptive narratives in order to better understand human and social processes. This method is carried out in a real study setting and entails providing in-depth viewpoints obtained from informant sources (Fadli, 2021). Selecting a qualitative methodology to examine the language phenomena in public space—that is, signboards—is seen as the most appropriate way to examine the data collected in the field. In this setting, the goal of qualitative research is to get a deep understanding of social and human concerns. It entails the interpretation by researchers of how people interpret their environment and how this interpretation complexly shapes their behavior. This methodology allows for a thorough knowledge of the nuances present in the connections between language, public space, and human behavior through a nuanced investigation (Fadli, 2021).

This study makes use of the geosemiotics analysis method, which is a powerful instrument for analyzing the complex domain of signage. This approach methodically outlines the relationships, characteristics, and different kinds of signs that are common in public areas through the use of geosemiotic analysis. Essentially, geosemiotics is a compass for understanding meaning systems that place language in a complex relationship with the physical world (Scollon and Scollon, 2003). Moreover, coding preference, signs, and emplacement are the three main dimensions that make up the geosemiotic analysis of signage. This three-part framework offers a thorough framework for analyzing and comprehending the subtleties incorporated into the language and symbols used in public space signs (Lu et al., 2021).

4. Results

One common language medium in the public domain is signage. Signboards facilitate the integration of language with the material world by revealing a complex system of meaning through the lens of geosemiotics research. This investigation reveals the dynamic ways in which language and signs intersect in public areas by probing the complex links between linguistic expressions and the physical surroundings (Scollon and Scollon, 2003). Written and spoken language are the two basic forms that language takes (Khusna, 2022). Sign language includes several elements, such as street names, location names, business names, bus station signs, billboards, and public road signs (Lu et al., 2021). The classification system used in this study is based on

code preference, signaling, and emplacement. In order to determine whether something is bilingual or multilingual, code preference explores the linguistic environment. The signs category explores Gaia's multitude of signs, explaining the significance of colors and symbols. Placement examines the practical importance of signage as well as its thoughtful placement.

Function of Nameplate Signs as Code Preferences

Code preference, which reflects the preferences of a certain group, is a linguistic priority hierarchy shown in bilingual and multilingual signals. But because of field data showing the ubiquity of monolingual concepts in Gaia, our study focuses more on monolingual signs. Official name signs are the most common type of bilingual sign, although they are not very common. The emphasis on monolingual signage draws attention to an important facet of Gaia's linguistic environment and advances our knowledge of language use in this setting (Laihonen and Tódor, 2017).

Every sign in a public area has a purpose, and modern malls, retail centers, and other public spaces have an especially high sign density. These signs are used to convey ideas and come in a variety of shapes, from location names to arrow symbols. For example, the ubiquitous "Buy 1 Get 1" sign found in shopping centers is a clear call to action rather than just cosmetic. Within Gaia Bumi Raya, vendors with a variety of stalls add to the vibrant linguistic environment. Every stall, whether it be for food, apparel, cosmetics, or home appliances, adds to the distinctive and diverse linguistic environment.

The goal of the geosemiotics study is to comprehend language's existence in material space. This method examines the material signs found on signage objects in public areas, especially the Gaia signboards. Gaia's linguistic landscape displays a variety of language usage patterns. For example, some signboards use only Indonesian, while others combine it with other languages. A handful only use foreign languages, mostly English. In the linguistic environment of Gaia, English gains prominence. Language is categorized as a coding preference by the geosemiotics analysis, which does so as follows:

Table 1. Code Preferences

No	Category of Sign	Bilingual Usage (Indonesian and English) on One Signboard	Monolingual	
			Indonesian	English
1.	Official Marks (Signage & public service announcements)	20	42	76
2.	Tan Personalized Marks (Catering sign, shop sign, and shopping sign)	4	1	19
	Total	**24**	**43**	**95**

After examining the aforementioned table, we may conclude that foreign languages, not Indonesian, dominate Gaia's linguistic landscape. Foreign languages are used in many of Gaia's directives, although the format is primarily monolingual rather than multilingual. Interestingly, twenty official signs are bilingual (in English and

Indonesian), with each language having a different function. Some serve as directional cues, while others are used as venues for public service announcements.



Figure 1. A Public Service In A Public Space



Figure 2. The Signboard Is A Substitute For Direction Notifications For Visitors.

The bilingual usage on the signboards within Gaia Bumi Raya is demonstrated in Figures 1 and 2. The function of Figure 1 in communicating the idea of public service in a public setting is shown by a geosemiotic study of the image. On the other hand, Figure 2 shows how the signboard can be used to guide people throughout the area in addition to acting as a replacement for directional notifications for guests.

There are four examples of the combination of two languages in the domain of personal signs. These personal signals show how English and Indonesian words are skillfully combined to form a single phrase. The cohabitation of these languages on the signboards exemplifies a linguistic fusion, capturing a well-balanced blending of English and Indonesian idioms to successfully transmit messages.



Figure 3. The use of the words "Best Seller"



Figure 4. The use of the words "Trending"

The terms "best seller" and "trending" are combined in this sign to create a linguistic fusion. In the language landscape, such linguistic blending inside individualized signs is comparatively rare. The findings of the field survey indicate that there are not many signboards that use two languages in a single linguistic context. The prominent placement of the words "best seller" and "trending" signals to onlookers that the establishment has unique or well-liked products. This is in line with the geosemiotics study. The large lettering and bold typeface help to successfully grab readers' attention. The signboard indicates a predominance of use of Indonesian, totaling 42 instances, and English, totaling 72 instances, within the official sign category in the geosemiotics analysis of monolingual signs. There is just one case of monolingual use of Indonesian in the private sign category, compared to 19 cases of single use of

English. The investigation highlights the prevailing use of English in government signage, while private signs exhibit a more balanced bilingual usage.
The study's findings show that Gaia is more likely to be monolingual in foreign languages than in her own tongue. Moreover, official signs have a higher degree of bilingualism than do personal signals. This understanding of the linguistic environment highlights how foreign languages predominate in Gaia's public sphere.

Function of Signs on Signs
As navigational instructions, signboards are essential for helping tourists find their way around Gaia Bumi Raya and arrive at their destinations. Gaia is a shopping complex, but it has a lot of signs put thoughtfully all over the place. Signs at the parking ticket collection area serve as the starting point for the excursion, which continues smoothly within the mall and across parking lots. The extensive use of signage guarantees that guests have a seamless and educational experience from the time they arrive.
Gaia's signs have a variety of background colors, and each unique shade has a particular significance. The utilization of color coding in this manner facilitates the development of a visual language that helps visitors quickly interpret and comprehend the multiple meanings that the signs are attempting to express.

Table 2. Types of Sign Colours

No	Sign Color	Number of Sign
1.	Blue	28
2.	Red	13
3.	Green	18
	Total	**59**

Based on the information shown in Table 2, Gaia Bumi Raya has 59 signs in total, divided into 28 signs with a blue backdrop, 13 signs with a red background, and 18 signs with a green background. Interestingly, these signs are more prominent in the parking lot and on the road that leads to Gaia. A unified visual communication system is enhanced by the thoughtful placement of these signs against different backdrops, especially in locations that are essential for visitor navigation.



Figure 5. The Sign Uses A Blue Background

Different signs have backgrounds of different colors, as shown in Figure 5, which has a blue background. The use of a blue backdrop notifies drivers of an obligatory directive. Interestingly, two signs that serve as instructions for motorcycle and automobile users on the road appear side by side and have the same background color. This deliberate application of color coding improves readability and facilitates the efficient dissemination of precise information to drivers.



Figure 6. Sign That Is Side By Side But With A Different Color

Figure 6 shows two signs that are placed next to each other and have different colored backgrounds, signifying different meanings and objectives. Conversely, Figure 14 illustrates a sign that functions as a location indicator and a warning, all on one signboard. Road users are prohibited from turning left on the red signs; thus, they must obey the green background signs directing them to the parking lot and exit. By using color distinctions purposefully, the signage system becomes more effective and provides road users with clear and precise guidance.



Figure 7. There Is A Sign With A Red Background

A red background stand-alone sign in Figure 7 stands out from the other signs with different backgrounds. In Figure 15, on the other hand, a notice with a red backdrop clearly indicates that entry into the designated area is prohibited. These signs at Gaia Bumi Raya are examples of official guidelines and show the regulatory function that signage has in overseeing and controlling public areas.

As linguistic landscapes, the signs in Gaia are essential for designating locations, boundaries, and directions. Visitors can more easily locate parking lots and areas with restricted or forbidden entry thanks to this visual language. Interestingly, most of these signs are placed outside the mall itself, directing customers as they approach the outside areas surrounding the mall. The strategic positioning of these signs improves tourists' overall navigational experience as they approach the area.

It is clear that almost all signage uses capital letters, hollow effects, and a font size that is appropriate from a geosemiotics perspective. This purposeful design decision attempts to guarantee that guests can quickly identify and understand the messages that are being delivered by the signs, particularly those that relate to warnings or directions. The addition of these design components enhances the signage system's overall efficacy in informing arriving guests of pertinent information.

Functions of Location Signage Signs

According to Lu et al. (2021), location is a crucial factor in semiotic geography, as it explores the information function and the significance contained in the arrangement of signs in particular areas. The way that signs are positioned in a given space becomes

crucial, affecting how linguistic landscapes are studied and how their functions are examined. By highlighting the interdependent relationship between the physical environment and the semiotic elements, this emphasis on location sheds light on the complex dynamics of linguistic landscapes.

Table 3. Types of Sign Colours

No	Place Name	Number of Places
1.	Eating & drinking places	47 stalls
2.	Clothing & cosmetics shopping mall	21 stalls
3.	Electronic goods sales place	8 stalls
4.	School supplies and accessories point of sale	17 stalls
5.	Game place	6 stalls
	Total	**99 stalls**

The profusion of personal signs in Gaia is primarily centered on a few types of stalls, such as those related to shopping, food, electronics, accessories, and gaming. The individual signs at each stall act as a unique identification, effectively becoming the stall's visual identity. Based on the detailed information in the table, Gaia can hold 99 stalls in total. Of them, 47 have a specialization in food and beverages, 21 have a concentration on apparel and cosmetics, 8 have electronic items, 17 have school supplies and accessories, and 6 have game zones. The varied selection of booths adds to Gaia's lively and complex vibe.



Figure 8. The Signboard df A Restaurant Called AW

The menu for the eatery called AW is shown in Figure 8. AW is a global restaurant chain that functions similarly to KFC, with a focus on fried chicken and a variety of other fast food alternatives, such as burgers. The aforementioned depiction underscores the existence of internationally renowned companies within the Gaia Bumi Raya complex, hence augmenting the varied gastronomic options accessible to guests.



Figure 9. The Signboard Shows Its Role in A Clothing Store Called UNIQLO

The signboard indicating the location of UNIQLO, a well-known apparel store, is shown in Figure 9. UNIQLO is a clothing company that is growing internationally. It sells a variety of items, including clothes for children as well as clothing for men and women. Such well-known international brands are prominent, as demonstrated by UNIQLO's location in Gaia, which adds to the complex's eclectic and international shopping experience. Figure 9, the signboard, shows its role in a clothing store called UNIQLO. In the apparel industry, UNIQLO is a rapidly expanding global brand that sells apparel for men, women, and children.



Figure 10. The Signboard Plays A Role in Showing Information to Visitors of A Stall Selling Electronic

The information conveyed to visitors at a stall featuring electrical goods from the well-known SAMSUNG firm is significantly impacted by the insights found in Figure 10 of the signboard. In order to clarify specifics regarding the wide variety of electronic gadgets that are accessible, including telephones and their unique capabilities, this graphic representation is essential.



Figure 11. Is A Game Place Called FUN WORLD

The conclusions drawn from Figure 11 demonstrate how well FUNWORLD, a leisure gaming area inside Gaia, communicates its mission. The placement of signs in the surrounding area is crucial in providing visitors with information about FUNWORLD's distinction as a game environment.



Figure 12. Shows A Place That Sells Various Accessories Called MINISO

The last signboard in Figure 12 provided information about MINISO, a shopping destination with a wide selection of accessories. This store sells a wide range of merchandise, from stationery supplies to cute dolls and other accessories (see below).
The placement of the numerous establishments is thoughtfully displayed on the signboards in Gaia Bumi Raya. Interestingly, much of the ground floor's signage points customers to food and drink establishments. Moving up to the second story, there are well-placed signboards featuring electronics, gaming areas, and apparel stores. In the meantime, signboards are mainly located on the third floor and are dispersed throughout the accessories category. Visitors can more easily navigate and reach their chosen locations thanks to our careful categorization. Consistent categorization also guarantees that guests won't have any trouble finding specific locations inside Gaia Bumi Raya's well-planned layout.
Signboards in Gaia are not just used as wayfinding devices but also as unique location markers. These signs, which are prominently displayed on each stall, ensure that guests are never confused about whether stalls are for dining, shopping, or kid's play spaces. The purposeful use of capital letters and a large font size on each stall's signboard are noteworthy. Visitors can tell the type of things being sold even from a distance thanks to this design decision. One of the main factors drawing people in is the clever use of language landscapes in these well-made billboards. Effective visual communication is crucial, as stalls without this kind of considered signage may find it difficult to entice potential clients.

5. Discussion

This study emphasizes how important signage is as a communication tool in public areas, especially in the bustling neighborhood of the new Gaia Bumi Raya shopping center. In addition to being important for fostering community connection, signboard language use as a communication tool also has good economic effects. It makes sense to use geosemiotic studies to analyze the current billboards since it makes it easier to look closely at the material roles that these signs play in public space.
Geosemiotics presents methodical processes intended to spot trends in various approaches and procedures connected to sign-specific information systems (Bordogna et al., 2021). Geosemiotics explores the complex relationship that exists between signs and spatial meanings by looking at the placement and organization of signs in a variety of environments (Androutsopoulos and Kuhlee, 2021). The school sign categorization by Gorter and Cenoz, the geosemiotics framework by Scollon and

Scollon, and the idea of "sign genres" developed from the study of linguistic texts and linguistic landscapes are just a few of the frameworks that geosemiotics smoothly incorporates (Androutsopoulos and Kuhlee, 2021). In order to take into consideration the spatial differences among educational institutions, it also includes context-sensitive methods (Androutsopoulos and Kuhlee, 2021).

The study's findings are consistent with earlier investigations using a geosemiotic analysis approach to examine signage in public areas. Three categories comprise the geosemiotic examination of signage: emplacement, signs, and code preference classification. Language distinctions, such as monolingual, bilingual, and multilingual features, are typically subordinated to public symbol analysis when ranking code preferences. Indirectly, the employment of these language variations influences people's comprehension of signage in public spaces. Research on the categorization of rams tends to examine public areas through an exploration of the relevance of ram hues, shapes, and meanings. However, studies related to place classification focus on examining how street or place names are interpreted in relation to their signs.

First, this study underscores the critical role of signage as a communicative medium within public spaces, using Gaia Bumi Raya shopping center as a focal point. Code preference, as defined by Lu et al. (2021), highlights the hierarchical arrangement of languages on bilingual or multilingual signs, reflecting the social status of each language within the community. This concept is further supported by Bátyi et al. (2019), who explore the diversity of languages on signboards, including Hungarian, English, French, German, and Russian. Wang (2021) research on China's linguistic cityscape reveals the prevalence of multilingualism in public settings, showcasing a multiethnic linguistic environment through signs in languages like English and Chinese. Furthermore, Wulansari (2020) investigation into Bali's multilingual signage illustrates the common languages used in public spaces, such as restaurants, retail malls, and places of worship. Erikha (2018) provides insights into the use of Indonesian and Javanese script on road signs in Yogyakarta, highlighting the cultural and linguistic dynamics in this context. Andriyanti (2021) examines multilingualism in educational settings, revealing how different languages are used by student groups, emphasizing their importance in the educational system. Fekede & Tesfaye (2020) extend this discussion by exploring the visual interactions between language and society in public settings.

The study specifically on Gaia Bumi Raya reveals a predominance of monolingual signage, with English being more prevalent than Indonesian. This finding differentiates from other research by focusing on the commercial areas of Pontianak and meticulously analyzing the wording used on signboards. The investigation into code preferences on public and private signs underscores their crucial role in providing directions, information, and public services to tourists. In conclusion, the research collectively highlights the multifaceted roles of signage in various contexts, from enhancing navigability and reflecting cultural identity to fostering community engagement and facilitating educational environments. The case of Gaia Bumi Raya illustrates the predominance of English monolingual signage, emphasizing the importance of understanding code preferences to optimize communication and service delivery in public and commercial spaces. Notably, compared to Indonesian, English has a greater prevalence of monolingual indicators. Moreover, the investigation of code preferences on public and private signs emphasizes their significance as vital means of communication that provide directions, information, and public services to tourists.

Second, signs as communication media inside shopping centers specifically. The signs of Gaia Bumi Raya blend together with a variety of hues and interpretations. In addition, these signs function as efficient means of communication for each and every visitor, fulfilling two functions at once by giving instructions and communicating important information, warnings, or restrictions (Hamid, 2015; Holmberg 2021).

Niedt & Seals (2021) makes clear how important signage is in determining the quality of service that travelers experience, particularly in airports. Signage is important because it can identify locations, convey directions clearly, and give viewers of the sign confidence that they are traveling in the right direction. Andriyanti (2021) conducted parallel research on signs, concentrating on signage in a school setting and highlighting the vital roles that these signs play. Further elucidating the dynamics of communication through signage in educational contexts, the study reveals a noteworthy interaction between the sign producer and the receiver.

Third, signage as the name of the location. The relationship between signage and location is multifaceted, encompassing identification, navigation, cultural expression, and community engagement. Signage is essential for identifying and distinguishing locations, as seen in Wulansari (2020) study of signs in Bali and Lu et al. (2021) examination of signboard placement in Dali's small enterprises. It facilitates navigation by providing clear directions, enhancing traveler experience in complex environments like airports (Niedt & Seals, 2021). Signage also reflects cultural identities and heritage, as Hu (2022) shows through the evolving linguistic landscapes of Chinatown. Additionally, signage serves as a platform for public discourse and community engagement, exemplified by Adiprasetio & Jaya Saputra (2018) study on community debates surrounding NYIA. It also influences social interaction and expression in public spaces, as highlighted by Adiprasetio & Jaya Saputra (2018) research on Sepur Park. Thus, signage is integral to the spatial and social fabric of locations, shaping how places are identified, navigated, and experienced. This study finds that identifying place signboards are made with a noticeably large size through the use of a geosemiotic analysis approach to investigate signage as a location. Despite their modest size, these billboards are useful communication tools that the artists use to inform Gaia Bumi Raya patrons about the several vendors that are located nearby

6. Conclusion

This study finds that identifying place signboards are made with a noticeably large size through the use of a geosemiotic analysis approach to investigate signage as a location. Despite their modest size, these billboards are useful communication tools that the artists use to inform Gaia Bumi Raya patrons about the several vendors that are located nearby.

The majority of research findings focus on defining the role of signage as a crucial communication medium in shopping centers. For example, the nameplate has a favored purpose, emphasizing the language used, whether it be multilingual or monolingual. This study explores the function of signboards as signs, going beyond their role as a communication medium. It analyzes the signs' intended message and the relevance of color. Furthermore, the study reveals how signboards serve as locational indications. This entails examining the precise role signage plays in directing people to different types of establishments, including restaurants, parks, retailers of electronic devices, accessory stores, and clothing stores.

Using a geosemiotic analysis methodology, this study methodically examines photo-documented data. This approach is considered appropriate for deciphering the intricacies of the given problem formulation. Since signboards located in public spaces are the study's subject, the geosemiotic analysis plays a crucial role in defining the complex meanings that are incorporated into these signboards and effectively distilling the research material.

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