Language Contestation of Tourism Spots at Braga Street, Bandung (A Linguistic Landscape Study)

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Braga Street, Bandung serves as a public space with multilingual activity namely language contestation, showcasing the intersection of historical, cultural, and modern linguistic influences. This study examines the dynamics of language use on Braga Street, where Sundanese, Indonesian, and English coexist and compete in public signage, business communication, and cultural expressions. The method used is the mixed method called explanatory sequential design method with photograph data collecting method and interviews done with five shopkeepers. The result shows that English domination in sign is unbearable although the law regulates the language used in public space. English serves the purpose as a common language and a global language, supported by shopkeepers' statements using English made it easier for customers to locate their stores. As a result, Westernization has been a significant driving force behind the signs. This research highlights how language act as a tool for preserving local wisdom and embracing modernization.

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Introduction

Language contestation derived from language and contestation. According to Oxford dictionary on the website, language is the system to uttered thoughts, emotions, and identities within social contexts used by people in certain country or area either in speech or written text. Besides, contestation is an attempt to achieve control or power over same category. Language contestation held a prominent phenomenon, highlighting underlying issues of identity, citizenship, and political power. The ideological factors and political conditions of a region play a significant role in such cases. Phukan (2024) stated that socio-political dynamics in Dhubri borderland could put bordering people in a dilemmatic position as local speaker language has been issued of political movement and potentially threaten its culture and identity. Dhubri borderland serves as a microcosm for understanding the intricate interplay between state policies, language contestations, and identity. The historical and contemporary language dynamics in Dhubri borderland reflect broader regional and national tensions, the linguistic

landscape reflects a historical and ongoing struggle influenced by British colonial language policies, which fostered a conflict between Assamese and Bengali speakers. Tamburelli & Tosco (2021) explained that language that underlisted in degree of official political recognition by the states which they are spoken often encounter in language contestation. Language has since remained as contentious issue in socio-political landscape, influencing the reorganization of states and shaping political structures. Many contested languages are at risk of disappearing and qualify as endangered languages, their status is perpetuated partly because of their contentedness.

Lotherington (2013) stated that languages are not social equals; official, commercially viable, and civically responsive languages are more prioritized in used. Researcher found that English serves as threat toward local identity at Kupang City, Indonesia. Benu et al. (2023) infer that language contestation is the phenomenon where the dominant language gradually shifts by the use of the marginalized language. Therefore, socioeconomic factors contributed to the shift toward the language of the majority and led to the loss of the language of the minority group. The existence of English only serves as the demands business but not to fulfil the language needs of the local community. On the other hand, English becoming an integral part of the linguistic landscape at Bali tourism area. I. W. Mulyawan et al. (2022) argued that foreign languages come with their novelty and commercial touch in community's linguistic activity. The linguistic environment is naturally multimodal. Its sociopolitical aspect can be analysed through the official implementation of a policy promoting the use of monolingual Balinese and roman script signage, highlighting the national language as a representation of Bali identity and nationality. Rather than threatening the local language, English is predominantly used as an informative sign to guide foreign visitors (W. Mulyawan, 2017).

Therefore, this paper focuses on the reciprocal relationship between language contestation and linguistic landscape through a sociolinguistic perspective, focusing on language not only functions as a means of communication, but serves as a reflection of social identity, culture and power. Variations in language use, whether in the form of dialect, style, or register, illustrate social hierarchy and power dynamics within a society. Furthermore, the phenomena of bilingualism and language shift reveal the complex of interactions between national and regional languages, often posing a threat to the preservation of regional languages (Abdul et al., 2018; Benu et al., 2023; Gurning et al., 2024; Nasution et al., 2019).

Indonesia is known as a country that has many tourist destinations across Asia (Maulana et al., 2022). One of the most visited cities is Bandung. Bandung is famous for a variety of unique and nostalgic things that make it suitable for anyone to visit. One of the places that has a unique attraction is Braga Street. Braga Street in Bandung, is not just a busy urban centre; it is a historical and cultural symbol where various languages and identities cross (Agoes & Nur Agustiani, 2023). Known for its rich colonial past and vibrant present, this iconic street has become an assembly point of many linguistic expressions. From the Dutch influences of the colonial era to the modern-day blend of Sundanese, Bahasa Indonesia, and English, (Afsari et al., 2020; Rianita, 2021) Braga Street reflects the ongoing contestation of language in shaping identity, power dynamics, and cultural narratives.

Braga, as one of the most visited places in Bandung has created many variations of leisure activity in one easy walk. There is a numerous cafe, restaurant, fashion stalls, and many entertaining activities ahead the streets. Among the places, some shop had a preeminent impact for their crowdy customers. Apparently, places with signs applied in foreign language such as, English, Japanese, Korean, Arabic, Germany, and many more to be written has the longest waiting list in the line (Sakina, 2020). Despite of showing local wisdom, Braga appeared to be notable after the foreign signs on the shop. It is found that Indonesian named shop are hardly to be found on the street rather than English named shop (Wulandari et al., 2022). Departing from the hypothesis above, the author seeks to provide a new perspective through the lens of sociolinguistic where linguistic landscape apprise further explanation about power, ideologies, and economics values lies in signs that occur in public places.

The language contestation on shops sign in Braga Street, Bandung are rarely claimed as a content problem in LL study. The recent research in language contestation condensed more outside Bandung area. Recent studies done by Lery et al. (2024) investigate the public signs in the Borobudur Temple, using the descriptive qualitative approach. Proposed the idea that temple as tourism and sacred place involves local, national, and international languages. The dominant language appearing on the public signs of Borobudur temple is Indonesian, which is present in almost all types of signs. It represents a strong national identity, being the language of unity and the lingua franca across Indonesia. English, as the second most prevalent language, aligns with Borobudur temple's status as an international tourist destination. The local identity is minimally represented by the Javanese language and script on some public signs, with its position being marginalized by the dominance of national and international languages. Another language contestation research which mostly done at Bali and Lombok also shows show the same result However, instead of representing a positive attitude towards language in public spaces, these public spaces sign makers still show contestation in the use of Indonesian and foreign languages that are not in accordance with the laws and regulations. Research done by Djuwarijah & Agung (2024) stated that the hierarchy between regional (Bahasa Sasak and Indonesia) international language (English) are in close proximity; new research done by Nyoman et al. (2024) reveals that a predominant use of Indonesian and English is to cater to both local residents and international tourists; an alternative research at Bali done by Paramarta (2022) disclose that Balinese as regional language occupies a marginal position to the presence of Indonesian and English; Rahmawati (2022) discover which the use of Indonesian and foreign languages that are not in accordance with the laws and regulations in Presidential Regulation Number 63 of 2019. Indonesian, English, and regional languages are still contesting in representing the attitudes of language users in these public spaces. Further research at the Royal Plaza Surabaya Mall under Landry & Bourhis (1997) theory of function and symbolic function, shows that the diversity of languages used on signage eventually triggers competition for recognition or domination so that it creates a function of using language that dominates as communication and information (Fitria & Mulyono, 2023). Among other things, this scholarship includes the analysis of the linguistic structure of monolingual top-down platforms such as government and institutional websites (Keles et al., 2020; Maseko & Siziba, 2024; Paramarta et al., 2022)

In this study, the researcher used sequential mixed method design, combining both qualitative and quantitative method (Almeida, 2018; Bowen et al., 2017; Creswell & Creswell, 2022). By interpreting both table and figure, combined with validation from interviewee's perspective, this research is more inclined to investigate the language contestation based on the tourism spots. This research also took place at Braga Street which barely been researched, emphasizing real-time data and hoped to create a whole new perspective in labelling the tourism spots.

Literature Reviews

This study used Linguistic Landscape framework utilized by Landry & Bourhis (1997) to unveil the sociolinguistic issue underlying in public sign. Linguistic Landscape (LL) is the language of the use of language in its written form in the public space and has focused on how public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration. This study serves both informational and symbolic functions. Informationally, they mark a region's language community and sociolinguistic makeup. Symbolically, the presence or absence of a language on public and private signs reflects its status, strength, and vitality within society. LL acts as a serve as a location for representation and identity construction. Therefore, the linguistic landscape's function as a site of affect, where displays of words and images frequently reflect the conflicts between local communities' grassroots

responses fighting for social justice, visibility, and economic and political survival and the hegemony and dominance of global capitalism (Andriyanti, 2019; Duizenberg, 2020; Phukan, 2024; Rubdy & Said, 2015; Tamburelli & Tosco, 2021). Thus, linguistic landscapes can be places where linguistic diversity is displayed but also contested, given the tendency of majority languages to dominate, leaving minority languages to struggle for visibility (Marten et al., 2012). LL offers a distinct perspective on multilingualism and encompasses a wide-ranging field of study.

In multilingual area, the use of language has a hierarchy called language contestation. Languages do not hold equal social status, with official, commercially valuable, and civically relevant languages being prioritized in usage (Gorter, 2018; Lotherington, 2013). The local language existence at Braga Streets is distinguished to be excluded from the touch of public space and political recognition from the government. In this research, Sundanese as a local wisdom of Bandung often neglected by the literature on public spaces, especially at Braga Streets. In the role of language in tourism, offering a conceptual understanding of its use in the field. Braga Streets has experienced growth in various aspects, including culture, economy, society, and politics. Today, most of the place at Braga Streets is bilingual, speaking both their mother tongue, Sundanese and Indonesian. As the globalization and westernization scattered over, they become multilingual since English is the foreign language and considered as the bridge of communication in globalization (Wulandari et al., 2022). English is commonly used in shop signs across neighbourhoods shopping streets, Interviews with business owners revealed their motivations for incorporating English signage. The frequent use of English in these shops indicates that shopkeepers recognize its economic significance. The use of English in business name shows high literacy and the prestigious dimension associated with the language as an international lingua franca (Siziba & Maseko, 2024; Wang & Liu, 2024). This research proposes a new perspective of language contestation on the proliferation multilingual custom.

Methods

This research uses an explanatory sequential design method. In explanatory sequential design, according to (Creswell & Creswell, 2022) explain that the researcher first collects quantitative data and then qualitative data. The rational for this approach is that the quantitative data and results provide a general picture of the research problem; more analysis, specifically through qualitative data collection is needed to refine, extend or explain the general picture. Quantitative data, which produce specific numbers that statistically analyzed, providing results of the frequency and scale of contestation. While qualitative data, a specific interview that provide actual words from the shopkeepers, offer different perspectives on the language contestation and provide a complex picture of the situation (Almeida, 2018).

This research contains 2 primary data, there are documentation and interview. The source of the documentation data that focusing on shop sign is the environment of Braga Street, Bandung. The street is located at Jl. Braga, Sumur Bandung District, Bandung City, West Java. Then, the source of the interview data which act to validate documentation data are from 5 Braga Street's Shopkeepers.

The data collection process uses a documentation technique. Documentation involves collecting data from documents (sound recordings, pictures and so on that can be used as evidence of testimony), archives, or other written materials related to the research phenomenon. The documents used can be records, reports, letters, books, or other official documents. Documentation studies provide insight into the historical context, policies, events, and developments relevant to the phenomenon under study (Creswell & Poth, 2018; Poerwandari,

2017). A phone camera has captured the 67 pieces of outdoor signs. Photo collecting was done by coming directly to the location on October 20th and November 29th, 2024.

This study also adopted qualitative interview (Roulston & Choi, 2018). This method is used to unveil the reason behind why the shopkeepers chose to use English rather than local language. Qualitative interviewing usually intended to refer to in depth, semi structured or loosely structured form of interviewing. This research used a semi structured interview technique that employs a blend of closed- and open-ended questions, often accompanied by follow-up why or how questions (Adams, 2015). The purpose of this technique is to elicit a respond from the shopkeepers by provides stimulation (question) to bring out the linguistic symptoms that are expected by the researcher. The question was designed inductively by asking the background or the main reason the shopkeepers choose those language as its shop names. After that, to enhance deeper information the researcher relay heavily on the interviewee responds to the question (Adhabi & Anozie, 2017).

According to Rubdy & Said (2015), in many studies, the use of interviews has contributed to an additional layer of interpretation by adding the voices of the individuals being investigated as a crucial component and enabling the opinions of the social actors to be included, not simply giving the analyst's interpretation priority, but also contributing to the interpretation of the language environment. In choosing the informant, the researches use the non-probability purpose sampling. According to Asrulla et al. (2023) purposive sampling is a subjective selective sample technique in which the information about the language used on the shop names can be obtained from one target group that the researcher has considered about and meet the researcher's criteria, namely the shopkeepers.

Therefore, this study applied content analysis to examine the language contestation phenomenon. This technique studies documents and communication artifacts, which may be texts of various formats, images, audio or video (Creswell & Poth, 2018; Sarosa, 2021; Syahrizal & Jailani, 2023). A distinctive feature of LL studies is the use of photographic materials to analyze language signs in public spaces (Yendra & K. Artawa, 2020). According to (Creswell & Creswell, 2022) collecting data in a qualitative study, the researcher needs to record any potentially useful data thoroughly, accurately, and systematically, using field notes, sketches, audiotapes, photographs, and other suitable means. Firstly, take a picture of certain culinary shops at Braga Street. Second, choosing the photos and taking notes. After collecting the data, the next step is analysis data. The researcher did the data analysis in several steps to answer research questions. First, the researchers categorized all of the signs into two types of linguistic landscape namely, top-down and bottom-up type by theories of Cenoz & Gorter (2006). Top-down is the official sign formed by government related to direction, government office, regulations, designations, or public announcements, while bottom-up signs encompass all other types of information communicated by private, commercial, or subcultural actors. Second, the researchers divided the photos in terms of monolingual or multilingual types. In the monolingual language used, the researchers found several languages as Indonesian, English, Sundanese, Korean, Japanese, Deutch, Chinese, and France. Meanwhile the multilingual languages is the integration of monolingual languages, for example Indonesian – English, English-Japanese, and Sundanese – Indonesian. Last, the researchers explained the finding of data based on the language, types, and function as outdoor sign.

Results and Discussion

Based on the analysis, the researchers discovered the linguistic contestation at Braga Street are quite diverse. Written in various language aside of local language, this multilingual phenomenon leads to the contestation of those language. The data are varied in 1) Types: culinary, activity, or historical places; 2) language used: monolingual or bilingual. The following discussion will outline the results regarding language contestation that occurred at Braga Street, Bandung in detail.

Language contestation at Braga Street is engage with its local and national language. Fierce battle between Indonesian, Sundanese, and foreign language (notably English). Practically, language contestation that occurred are always driven by its language regulations. The used of Sundanese are determined by *Peraturan Daerah Kota Bandung No. 9 Tahun 2012*, in order to maintain Sundanese development as a local identity of Bandung. However, it can be found in many directions, information, and governmental sign that cast-off Indonesian rather than local language. This regulation coordinated with *Undang-Undang No. 24 Tahun 2009 and Peraturan Presiden No. 63 Tahun 2019* which clearly stated that the language used in linguistic landscape is strictly Indonesian, also regulates in more detail the use in business agreements, communications in government and private offices, and speeches abroad. Nevertheless, the government then agreed to nationalize the public language rather than cultivate the local wisdom of Bandung, which means Sundanese language and Sundanese script in public places by putting Sundanese scripts transliteration above of their Roman script in the signage.

The results are taken from the linguistic landscape data in the form of visual images that are described in accordance with the focus of the discussion. The researchers approximately obtained 67 data. In table 1. the monolingual top-down sign there are 15 data, in monolingual bottom-up sign has 26 data. Meanwhile in bilingual sign, the top-down sign owned 3 data and the bottom-up sign owned 23 data.

Table 1

Monolingual Top-down Sign

No	Sign	Indonesian	English
1.	Information	2	3
2.	Direction	5	2
3.	Bank	1	-
4.	Government Office	2	-
	Frequency	10	5
	Total	15	

It can be shown from the table 1 that in monolingual top-down outdoor sign there are 2 languages that contested with each other, Indonesian and English. Indonesian are dominating with 10 signs, on the contrary English only be used in 5 signs. Surprisingly the local language, Sundanese are hardly to be found in any government's sign. Despite Sundanese language is massively used in west java, especially Bandung. The position of Sundanese language is currently ranked second in the number of speakers, which is used by 34,000,000 million people (Rusyana & Rohmah, 2024). Almost a quarter of Bandung population using Sundanese as everyday language, yet the authority prefers to use Indonesian to reach wider understanding for visitor at Braga Street, Bandung.

The use of Indonesian is basically because it's oriented to the *Undang-Undang No. 24 Tahun 2009* and *Peraturan Presiden No. 63 Tahun 2019* that applied without concerning the existence of the *Peraturan Daerah Kota Bandung No. 9 Tahun 2012.* This is shown by how non a number of monolingual top-down signs did not write in Sundanese script. This is demonstrated that the language contestation that arises is a reflection of the contestation of procedures at the national and regional levels. On the other hand, some other monolingual signs try to accommodate both regulations by adding transliteration of Latin script to Sundanese script and still using Indonesian.

Figure 1
Data of Monolingual Top-Down Sign; Braga Street Sign

It is arguably vague that some Sundanese are struggle to read the sundanese script, because most of the sundanese scripted sign are always followed by the roman script transliteration. Symbolically, these signs are portraying sundanese identity which public places at Bandung. Practically, this also shows how indonesian is curently marginalized after sundanese. Indonesia as a national language is constantly more understandable than sundanese. Even though the sundanese script are clearly visible to present the sense of sunda-ness, the word "Jl. Braga" written in indonesia are written on top of it, implying that indonesian are started to consuming the identitiy of sundanese in public spaces area (Figure 1).

Table 2
Monolingual Bottom-Up Sign

No	Sign	Ind	Eng	Jpn[1]	Kor[2]	Fre[3]	Deu[4]	Chi[5]
1.	Cafe	7	3	-	-	-	-	-
2.	Museum	-	1	-	-	-	-	-
3.	Restaurant	2	1	1	-	1	1	-
4.	Jewelry Shop	-	1	-	-	-	-	-
5.	Accessory shop	-	-	-	1	-	-	1
6.	Hotel	-	1	-	-	-	-	-
7.	Convenient Store	-	1	-	-	-	-	-
8.	Bar	-	2	-	-	-	-	-
9.	Office	1	-	-	-	-	-	-
	Frequency	10	11	1	1	1	1	1
	Total	26						

Japanese[1]; Korean[2]; French[3]; Deutch[4]; Chinese[5]

Based on the result, between the classification of monolingual sign, Indonesian advantage a lot in top-down sign alike English domination in bottom-down sign with 11 signs. Along with Japan, Korean, French, Deutch, and Chinese foreign language are at peak in business area. The variety of language used in bottom-down sign (table 2) are depends on by the owner, as Cenoz & Gorter (2006) expressed that bottom-Up refers to LL texts formed by individuals, such as shop signs (clothing, food, and jewelry), private business signs (offices, factories, and agencies), and private announcements namely ads. Braga as the leisure industry is surrounded with sundry cafes, restaurants, shops, hotels, even bar. Alike other research at tourism spot, basically the used of English are intended as a consideration given to the visitors. The convenience of delivering information to target customers that mostly filled with foreign tourists, although it is not denied that domestic tourists often dominating, but the foreign tourist are more familiar with English terms (Paramarta, 2022).

Figure 2
Data of Monolingual Bottom-Up Sign; Museum Sign

The picture in figure 2 are one of the examples of monolingual (english) bottom-up sign. This art museum shows some strong impression that this museum is different with common museum as a local. The word "Grey" which indicate color are simply leading to the theme of the museum. Thus, the use of english word also implying the moderness and westernised ambiances. Eventhough, the name of the artist is written in Indonesia language, it did not determine as national identitiy. The used of english terms on brand are practically common in Indonesia. English had high impression to make the brand looks engaging compare to other language. English had a power to defamiliarize the brand yet could gain some standard that everybody needs and wants although some people quite don't understand the meaning of it (Pamuji & Khristianto, 2018). Besides the marketing issue, the domination of English language in bottom-up sign lead into western dominion. The idea that Western culture symbolizes prestige and quality has become an average. Products that appear entirely Western and lack a local touch creating sophisticated impression that only certain customers are worthy of purchasing them.

Table 3
Bilingual Top-Down Sign

No	Sign	Indonesian – English	Sundanese – Indonesian
1.	Museum	1	-
2.	Direction	1	1
	Frequency	2	1
	Total	3	

Unlike the monolingual sign, the bilingual sign did not show as much as is seems. The variety of the combination of language also lesser, the researchers only found Indonesian - English and Sundanese – Indonesian. Some sign that are in commerce with tourists are written in two languages which are translations of information used in the language written at the top of the sign. In this case, Indonesian are mostly written as the first language, as the national language Indonesian had to be written primary as a direct information for the visitors at Braga Street. The Sundanese-Indonesian sign also works as an information for local, exhibiting Sundanese identity in public places. The composition of Indonesian and English were found on 2 of top-down signs, while the composition of Sundanese and Indonesian were found only in one sign. In bilingual language contestation, both languages are used in parallel to provide information to visitors or

customers and both languages are also given an important and equal role in the communication that takes place (Diana et al., 2022; Fitria & Mulyono, 2023; Salim et al., 2012). In this situation bilingual language use like this is very important to ensure the quality of translation and consistency of language use so that the message remains clear and understandable to all visitors or customers. For example, direction or information signs and with the use of bilingual language as follows:

Figure 3
Data of Bilingual Top-Down Sign; (A) Direction Signs (B) Direction Signs

(A)   (B)

The (A) data giving a direction about evacuation route. This is a mandatory in public places to give brief explanation about a designated path for safely and quickly leaving an area during an emergency. The sign above is both written in Indonesian and English in transliteration, means that Braga had already became a multilingual area in which various language is thrived. The English letter is written after the Indonesian language means that this sign is regulated above the law in which the naming of the mark must be written in Indonesian to show the nation's identity. The size of the sign is also crucial in this landscape study, according to I. W. Mulyawan et al. (2022) the contestation did not persistently discuss about the language, but also the size of the sign, it is shown in front of the font size visualization. Additionally, the position of each indicator varies according to the text size. In the data above, the letter "Jalur Evakuasi" is displayed with more readable font and size, while the English transliteration is written in an insignificant font. Kress & van Leeuwen (2020) stated that salience of language is resolute by the position of the script, font size, and readability. It indicated that Indonesian language is the salience of the sign at Braga Street as an identity marker in which it is written above the English transliteration. The size different between these signs are implicating that Indonesian carried the symbolic functions, while the English transliteration displayed the informative functions.

Table 4
Result of Bilingual Bottom-Down Outdoor Sign

No	Sign	Ind-Eng	Eng-Ind	Eng-Japan	Ind-Java	Eng-Korean	Eng-French	Eng-Dutch	Ind-Sundanese
1.	Cafe	1	2	1	-	-	-	1	-
2.	Museum	1	-	-	-	-	-	-	-
3.	Restaurant	2	2	-	1	-	1	1	1
4.	Office	1	-	-	-	-	-	-	-
5.	Accessory shop	-	-	-	-	1	-	-	1
6.	Hotel	1	-	-	-	-	-	1	-

7.	Convenient Store	-	-	-	-	-	-	-	-
8.	Bar	-	-	-	-	-	-	-	-
9.	Cinema	-	-	-	-	-	-	1	-
10.	Dessert shop	1	-	-	-	-	-	-	-
11.	Reflexology	-	1	-	-	-	-	-	-
	Frequency	8	5	1	1	1	1	4	2
	Total				23				

In the bottom-up bilingual type, there is more miscellaneous result. The most commonly found composition is Indonesian - English on 8 signs. Then followed by English - Indonesian in 5 signs. Surprisingly, English appears in almost every bilingual combination except in combination of Indonesian - Javanese and Indonesia - Sundanese. The existence of English approves the supremacy of English in language contestation in Braga Street. Even though the law to maintain both Indonesian as national language or Sundanese as local wisdom are already regulated, the use of foreign language increasing regularly. Both Indonesian and English bilingual composition still dominates in this type. The language used in this type is more diverse in a relatively small amount of sign. Indonesian is used with composition of Indonesian + English in 8 signs, both of Indonesian - Sundanese and Indonesian - Javanese combination is approximately counted in single sign. In addition, there are also combinations of English - Japan, English - Korean, English - French, English - Dutch on some signs with relatively diminutive frequency.

The use of Indonesian and English are mostly found on the sign of a food stall owned by a local merchant who targeting local residents or Indonesian residents. In the bottom-up sign, the language used is strongly influenced by commercial orientation. The strategies used by businesses to attract customers and promote their services are by using English term. The signs are designed to capture attention, convey the benefits of products or services, and persuade potential customers to make a purchase (Dong et al., 2020; Nyoman et al., 2024; Wang & Liu, 2024).

Figure 4
Data of Bilingual Bottom-Sign; (A) Cafe and (B) Restaurant. Data (A) was taken from the internet https://images.app.goo.gl/YrDQfWbTy3RkYXrJ7 accessed on December 9th, 2024.

(A)   (B)

The bilingual combination used in the first data is Indonesia-English which became top of the list in bilingual bottom-up sign. The used of these combinations are intended to provide information to local and foreign visitors and create a symbolic impression that matches the store's identity (Fitria & Mulyono, 2023). Although both of these signs are using combination with the national language, it can be hinder that the westernization of Braga has already been spread.

Based on the data (A) shopkeepers' responds: "*Our goal is to attract young people to come to our shop, therefore the term 'feel' are likely appeal most of them since the word 'feel' are most likely used to express them.*", mixing of the word "feel" and "matcha" intended to preserve the identity of the matcha itself, which an advance output out of green tea. The used of word "feel" describing the satisfaction from tasting the matcha that currently rare to find in Braga. They choose English term to attract young customer. Respondent emphasized that the use of English in signage and branding significantly enhances the appeal of their businesses. A large proportion of their customers are young people who are highly engaged with contemporary trends and viral phenomena, particularly in industries such as cafés, restaurants, and entertainment venues along Braga Street. English, in this context, is perceived as a tool for attracting a trend-conscious demographic and elevating the perceived modernity and prestige of businesses. According to Salim et al. (2012), language plays a crucial role in tourism promotion, influencing the interest of potential visitors.

Similar to the first data, the mixing of Indonesian-English is used to provide information about the shop's identity. The word "Restoe Boemi" and "bistro" directly attract people's knowledge about place to eat at Braga Street. The use of English and Indonesian on the signboard of the restaurant "Restoe Bumi Bistro" has the aim of providing information to visitors and create an atmosphere in accordance with the identity and cultural concept of the restaurant, which is related to Indonesian culture.

The hypothesis above is align with the responses of shop owners regarding the usage of both languages were different. Both owners of café shops and restaurant replied that they use the English language because it is simply influenced by the westernization. As the shopkeepers said: "*Western has big influence to us, however Braga has been visited by many foreign visitors, by using English so it helped them to find our shop easily I think it's true that we've been affected a lot by western culture.*"

The language contestation found on Braga Street has similarities and differences with the findings of I. W. Mulyawan et al. (2022) about LL mapping in the Batukau temple, Bali. The similarities seen are both local language script (Balinese and Sundanese) presentation is less salient than the roman script. It is treated as a symbolic function to emphasize both local's identity in the area. Also, Indonesian and English language sign that used between this place, is function to give information to the visitors. The difference is the object of the research. The previous research is taking place at Batukau temple, Bali, a spiritual tourist destination with sacred ambience. This research investigates the outdoor signs in the Batukau temple, Bali, using the mix-method of quantitative and qualitative approach. The quantification shows each language's dominant position, the qualitative approach gives narrative analysis based on language/script display, position, and function. The presence of the Indonesian and English languages is highly dependent on their message and location. Meanwhile, Balinese and Balinese script is treated only as Bali's identity, occupies a marginal position to the presence of Indonesian and English. On the contrary, this research analyzes Braga Street, Bandung which is a tourist destination that gives a leisure atmosphere. The study provides a new perspective on multilingual practices in Braga influenced by globalization, along with its variety of languages used compared to other research of tourist sites especially in terms of language contestation.

On the other hand, the language contestation that occurred at Candidasa done by Paramarta (2022) has some similarities and differences in between. The similarity is that the use of English and foreign languages in both studies is due to commerciality factors. English is very dominant in commercial areas in Braga as well as in Candidasa. In addition, Dutch, German and Japanese are also used in outdoor signs on Jalan Braga, which is an influence of colonial history that later became the identity of Jalan Braga itself. Although both studies were conducted in tourism areas, the language contestation in Braga is influenced by historical and econometric factors. Historical factors show no impact at all with the absence of Dutch and Japanese as an index of Indonesia's historical journey. The sociopolitical aspect of this study can be analysed through the official implementation of a policy promoting monolingual Indonesian signage, reinforcing the national

language as a representation of Indonesia identity and nationality. English, on the other hand, is viewed as a post-colonial force that perpetuates linguistic hegemony.

In addition, the findings of this language contestation research can also be compared with Foster & Welsh (2021) research on LL in Balikpapan city. Due to the power of prestige exuded by English and Indonesian and the low literacy of local languages, in Balikpapan there is no use of local languages in the linguistic landscape presented. In Jalan Braga, local language and script are still found although their frequency and existence are minor compared to English and Indonesian. In its influence, Balikpapan City is more dominated by economic and political factors of national language so that English and Indonesian tend to dominate the linguistic landscape in public space, leaving the local language. Meanwhile, Braga Street still tries to equalize the economic and political aspects of its language by using Sundanese language and script on its outdoor signs, especially on top-down boards which are controlled by law.

As well as research done by Purnawati et al. (2022) at Gajah Mada Heritage, Denpasar and Braga have the same issue in this language contestation. The use of English greatly affects the vitality of local wisdom and regional language. The spread of globalization erodes the original identity of both Gajah Mada Heritage and Braga Streets as historical and tourism spot. English plays an active role in naming the signboard due to the prestigious perception of the community and accommodation for foreigner who visit. However, the presence of local and regional on street signboards can help preserve linguistic diversity and maintain local language visibility. Nevertheless, the proportion of English and other foreign languages surpasses the subsistence of local and regional languages. Therefore, the key difference is that the linguistic diversity on Braga Street is significantly influenced by globalization, leading to a broader and more varied integration of cultures and languages. More than 7 different languages can be found on shop signboards along Braga Street. Also, this research not only relies on photographic data but also incorporates field-based evidence gathered through interviews with credible respondents, ensuring the reliability and depth of the findings. Align with Gorter (2018) proffers a reconceptualization of the linguistic landscape to include 'the motives, uses, ideologies, language varieties and contestations of multiple forms of 'languages' as they are displayed in public spaces. this enables a discussion of linguistic landscapes as products of intersecting factors that influence the choice of language displayed on public signs.

Conclusion

Based on the previous discussion, the language contestation at Braga Street exposed significant results in its status as a Bandung heritage area and tourist destination. There are three languages used in the street that is English, Indonesian, and Sundanese. English is mostly used in monolingual bottom-up signs, and it is also dominated in terms of its languages (see, Table 2) it can be conducted that English are mostly used by individual purposes named branding on the shops. The potential of using English terms in the places are 38% larger than the rest of the data. It also supported with the statement that shopkeepers gave about using English, they found it was easier to find the shop with it. Thus, westernization has biggest stimulus to the making of the sign. One of concerning findings are the lack of Sundanese used at Braga Street. Although it still forcefully used in some top-down signs, but it did not topmost the contestation of language. With the law regulated, it did not help the used of Sundanese language increased in multilingual area.

Despite all the valuable insights offered by this research, several limitations should be acknowledged. First, the study is based on undefined theory, the researcher struggles to find concrete theory of language contestation which may lead into inaccuracies knowledge. Additionally, there is a grey area between the contestation, language used, language choice, and minority of language topic, which may distract the researcher intention towards the topic. Second, the least amount of the interviewees was potentially

restricting the variety of open-minded answer toward language used by the shopkeeper. Finally, while the sequential explanatory mix-method provided to analyzed the data, the lack of the researcher's knowledge about this method might be limit the depth of understanding regarding how the method worked and completed the research.

It is hoped to the further research to pay attention by highlight these limitations to provide a more comprehensive understanding of the language contestation. Lurking more subtle knowledge to language contestation therefore rising the awareness to maintain local and national identity in public space. Also, expanding linguistic in society by reaching the nearest places around.

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