The Literacy City in Mataram: Linguistic Landscape Study

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A B S T R A C T

This study aims to investigate and reconstruct spatial language patterns in Mataram as a Literacy City. The problem focuses on how the forms and patterns of spatial language in Mataram embody the Literacy City in NTB. Theory The research uses Linguistic Landscape Theory, which describes lingual existence, linguistic ideology, and lingual competition. The research method uses a phenomenological approach with a qualitative descriptive type of research, although some information uses numerical data. The research target is spatial language in Mataram City with the most popular lingual pattern instruments, namely Indonesian, Jejawan script/Sanskrit, and Malay Arabic language/script. The research target can formulate spatial language patterns in Mataram City as the center of culture, economy, tourism, and government in NTB. The results of the study can model the spatial language scheme in Mataram city in two functions: the function of phrase-patterned and structured information and linguistic interaction itself. The research findings are in formulations or concepts from the literacy city model in Mataram with patterns that refer to spatial entities, populations, communities, and the distribution of texts with multi-character that are accessible to visitors.

1. Introduction

The identity of a public space is reflected in the sociocultural, economic, educational, and religious values it embodies. The epicentre of literacy, which offers a diversity of information for the development of civilization in one place, is a public space or open area. It can be simpler for tourists or the general public to comprehend and determine the distribution of places in a given area if the names of public areas are arranged in an organised and structured manner. Additionally, actors in the fields of tourism, education, economics, socioculture, and religion may use spatial literacy as a means of communication. The structured appearance of open areas is impacted by how public spaces are arranged linguistically. This makes it simpler for individuals to travel throughout the area. Spatial language can classify a region's superiority or distinctiveness. There are geographical language qualities that are connected to education or terminology used in the field of education or education administration. Similar to tourist destinations, tourist actors might set up public spaces employing distinctive vocabularies. Language features specific to the business and economic sphere and to the exchange of commodities and services are present.

Arrangement of open areas, as is the case in the Mataram city (the capital city of West Nusa Tenggara / NTB Province). Mataram city is the center of government, education, socio-culture, economy, tourism and religious life. This role makes Mataram city as a headquarter for community visits, especially in the fields of education and tourism. The existence of the *Mandalika International Circuit (MIC)* and *Lombok International Airport (LIA)* coupled with the existence of various quality educational institutions, has encouraged the City of Mataram to improve and organize public areas. Reports on the annual record of spatial development in NTB in 2023, particularly in the City of Mataram, contain several notes based on the records of the Mataram City PUPR Service (NTB PUPR Team, 2023), including: 1) the highest urbanisation city reaches 65%; 2) a heterogeneous city with a

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population where the majority are from the Sasak tribe (a native tribe of Lombok Island), 54%; and the remainder are from Javanese, Mala 2) A visitor-friendly, open-space city with a focus on literacy; 3) a hub for governance, education, the economy, socioculture, and religious studies. According to all the NTB PUPR Service documents, Mataram's implementation of the literacy city to become a tourist-friendly city is documented. This explains why it's crucial to organise the language used in public areas of Mataram. Open spaces ought to be well-lit for the general public, including visitors from other countries as well as locals. A region that is well-organized, has a pattern of grouping open spaces, and makes it simpler for people to visit the city is greatly influenced by language. People in Mataram speak a range of languages because it is a diverse region, which means that residents are literate in more than one linguistic variety.

In comparison to other regions in NTB, even in Indonesia, the language of public space in the city of Mataram essentially has a trend as well as its own distinctiveness. The multilingual residents of Mataram City typically use a variety of linguistic scripts, such as Sasak with *Jejawan* script, English and Indonesian with Latin script, and Arabic with Malay Arabic script (Mahsun, 2019; (Nirkomala, 2015). The variety of script types used in the city of Mataram is undoubtedly a distinctive characteristic that should be organised and developed to make it simpler for visitors to connect with public spaces.

The characteristics of its linguistic landscape allow us to observe the peculiarities of language in public settings. In other words, different circumstances can characterise a location depending on the spatial language used there. Numerous instances of linguistic landscapes that have started to be categorised by zone or location may be found in the city of Mataram. For instances: a) street names, for example, Jalan Airlangga contains labels/store names for Airlangga, Arlangga Fashion, etc., b) neighborhood names, for example, Rembiga neighborhood contains names Rembiga Elektronik store, c) the name of a cultural site, for example the Selaparang Kingdom containing the name Selaparang Airport, Pejanggik Kingdom being the name label for Pejanggik Street, etc. However, in certain cases, labels or space names are also found that do not represent environmental, cultural, social identity, etc. For example, in the use of foreign languages (such as English, Korean, Japanese, etc.), the more complex the grammar of words undergo code mixing and code switching.

Mataram City potential as a Literacy City very interesting to reveal the construction of the language of public spatial planning. The structure and patterns of language follow the linguistic environment. Communication readers tend to pay attention to the pattern of visualization of objects through a variety of markers received by the reader. Visual patterns can be in the form of images, colors, letters, color composition, and presentation styles(Blommaert, 2013). Thus, the arrangement of the language of the public space does not only refer to writing, but also to the symbolic impression that arises from the visualization style of one object to the reader. Objects with symbolic visualization create memorable meaning for the reader.

The Linguistic Landscape Theory (LL), developed by Landry (1997), is used to examine how spatial language is constructed in the city of Mataram. In the fields of sociology and linguistics, this work is thought to be groundbreaking. The study direction explains how social dynamics and language use in LL become the main subjects of investigation. LL is a study that offers a variety of details regarding sociolinguistic behaviour and comparisons of language use at the formal and informal spatial levels (Ardhian, 2018). According to the theory, the official spatial language has a *top-down* tendency, meaning that language is produced and directed from the highest level to the lowest level, where it tends to be standard and inflexible. Governmental organisations employ this style of spatial language. Contrarily, informal spatial language is typically *bottom-up*, which is simpler and unrestricted by grammar. Who generates the text and for whom the text is generated are the two aspects of LL that require attention; if these two aspects can be correctly defined, the research will become more complex (Yoniartini, 2021)

The use of LL in the development of spatial language in the Mataram city generates a number of study issues based on the numerous phenomena mentioned above. The issue is how the patterns and classifications of LL symbolise social status, administration (government and education), tourism hotspots, and business hotspots. It is necessary to note that LL in public areas contains language as street signs, billboards, street names, landmarks, commercial shop signs, and public signs on government buildings that unite to form the linguistic landscape of an area, a particular area or urban

agglomeration (Fakhiroh & Rohmah, 2018). The implications of LL's study of urban spatial planning can also be observed from the results of research (Said & Rohmah, 2018), which show that Arabic is not symbolized on signs, but is contained in synonyms that are visible on road signs in Spain, because many place names have been borrowed from Arabic. Arabs in the past and government. can't just delete it. Arabic is kept in business circles to attract more customers to come. Arabic is also used in artist identity groups to signify belonging to the Muslim community. Accordingly, the purpose of this study is to highlight factors that have not been adequately articulated in earlier research, particularly the idea that cities can serve as literacy incubators for locals as well as visitors and tourists. Readers who are interested in learning about social and cultural riches, education, local knowledge, and other topics can use the language of public spatial planning as a navigator. The ambition and mission of Mataram City to be a visitor-friendly city are also hampered by the less comprehensible language used in public locations. For this reason, this research offers fresh insights on how the LL study contributes to the development of a city that is welcoming to tourists and serves as a guide for its citizens. The urgency of the research includes three parts, First, as a solution for mapping the spatial language in the city of Mataram for the community in their sactivities and tourists visiting Mataram. Second, the importance of spatial language patterning in Mataram to increase the philosophical value of demographics based on arts and culture, beliefs, ethnicity, education, and local local principles. Third, problem solving requires a comprehensive approach to Landscape Linguistics to reconstruct, map, and describe the language of spatial planning in Mataram City.

2. Methods

This research takes a descriptive method in its pursuit to characterize a wide range of fundamental problems associated with the investigation of public spatial language that is founded on LL. After that, a qualitative description is given of the LL dimensions, which comprise religion or belief, sociocultural background, and ethnicity. There are a few straightforward computations included in qualitative data that are included for the purpose of enhancing data analysis. It is possible to say that actions such as these are the best effort to get an all-encompassing comprehension of the research challenges. (Cresswell, 2014); (Mahsun, 2014); (Setiawan, 2022).

The scope of this research is landscape, meaning that it records in detail the existing public spatial planning in one area, both digitally and on notes. The primary data from the research is in the form of grammatical text for naming public spaces in Mataram City (NTB). Secondary data includes a variety of factual information and literature that strengthens the investigation. The study was conducted in the area of West Nusa Tenggara (NTB). The study sub-area includes the language of public spatial planning in Mataram City which includes Majapahit Street, Langko Street, Sriwijaya Street, Caturwarga Street, and Adi Sucipto Street, and others. This road was chosen because it is a landmark and the center of business, government, and public areas in the city of Mataram (Setiawan et al., 2021). In addition, the selection of this road segment is due to the fact that it is the center of daily community activities and is a city entity in Mataram, even in NTB.

This study uses two instruments. First, the researcher as the core instrument is in full control of the research process. In this case, the researcher uses a table of the validity of the public spatial language pattern and the lingual mapping category parameters in the literacy city.Data collection is done by using methods, techniques, and strategies. The method used in the form of documentation and literature. Documentation method is used to record or photograph various equivalents about language in public spaces. The documentation process is carried out using notetaking and recording/portrait techniques, namely documenting in writing and visually the language of public spatial planning. The strategy used is entangling conversation, meaning that the researcher documents the lingual markers of the language of public spatial planning by being directly involved in the activity (Mbete, 2010). The library method is used to examine various literatures and written sources in the form of data outlets, symposium results, journals, and some of the latest research results. The technique used is to do cross-comparison, which is to find accurate results from the research conducted, then compared and controlled by several research results and in-depth theoretical dictates. The strategy carried out by researchers in comparing research data and controlling research results is as follows.

1) Categorization of public spatial language patterns

2) Reconstruction of language dimensions for revitalization in public spaces
3) Mapping public spatial language construction patterns
4) Performing the latest reduction and presentation

The data analysis method used in this study is in the form of qualitative analysis, although in the process the researcher uses quantitative data as a parameter and strengthens the analysis. In the LL study, as said by (Landry, 1997), The analysis of data can be performed on two different functions: (1) the information function analyzes the linguistic aspescts that are employed, and (2) the symbolic function analyzes the interaction between text and entities that occur in the use of the language. In addition, the process of analyzing the data goes through numerous stages, as was previously described. (Miles et al., 2021). The steps involved in the analysis are outlined below.
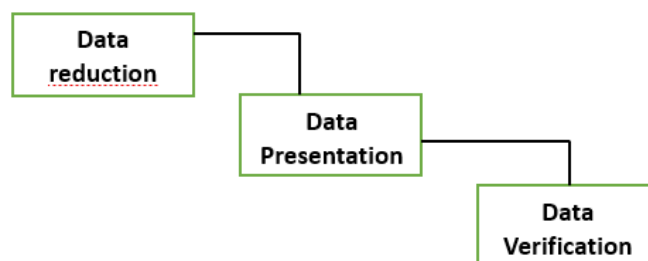
Scheme 1. Data Analysis Flow in LL Study

The flow of data analysis in this study includes three stages, and those are (1) the reduction stage, (2) the presentation stage, and (3) the verification stage. The description is as follows. The reduction stage is the stage of selection and identification of research data based on words, phrases, groups of phrases, clauses, or even texts from the language of public spatial planning in Mataram City. The presentation stage is the stage where the researcher performs data segmentation in the form of an analysis chart based on the data found in the field and research problems. The data found are patterned in the form of categorization based on the genre of information and the number of occurrences of data in public spaces. The verification stage is the stage of concluding and ensuring that the data analysis is in accordance with the problems and data findings, then each problem does not deviate from the research objectives.

3. Results and Discussion
3.1 Results

Two patterns or kinds of grammatical constructions utilised in Mataram City's public spaces were identified based on the examination of the research data: 1) LL construction based on regional demographics and 2) LL construction based on regional administration. These two LL buildings were discovered in a number of the study's target regions, including the areas around Jalan Majapahit, Langko, Sriwijaya, Caturwarga, and Adi Sucipto. This location was picked because it is the hub of neighbourhood or visitor contact for a variety of activities. This road stretch becomes a destination because it is also in the middle of the city. This information is gathered using three stages: reduction (identifying data in accordance with the issue and study goals), presentation (presenting the data in the form of patterns or categories), and verification (verifying the data's applicability).

3.1.1 LL Construction Based on Regional Demographics

Demography is a study of how social or population dynamics interact to create a common way of life. Demographic information might take the shape of gender, age, ethnicity or race, degree of education, language, and other factors. This study restricts regional demographics to just include ethnicity/race and the language used, which is related to the issue of landscape linguistic studies. The spoken language of a particular town is one of the features of the residents. Language is a representation of location and time in the region of the speakers themselves, thus the language used in the speech community in that area can be used to determine the demographics of the area of one speaker. The analysis's findings led to the collection of some data that illustrates the demographic structure as follows.

Table 1. Vocabulary Construction Based on Demographics

No.	Landscape Vocabulary	Information	Amount
1	**Ethnic Construction:**		
	Warung Jawa	Region & Ethnicity	10
	Sate Madura	Region & Ethnicity	12
	Rumah Makan Padang	Region & Ethnicity	12
	Rumah Makan Minang	Region & Ethnicity	11
	Sasaku	Region & Ethnicity	15
2	**Territory Construction:**		
	Inaq Esun's Puyung Rice	Region	5
	Nasi Sukaraja	Region	8
	Nasi Rarang	Region	7
	Ayam Taliwang	Region	20
	Lombok Terop	Region	1
	Mataram Tenda	Region	1
	Lombok Post	Region	1
	Suara NTB	Region	1
3	**Social Status Construction:**		
	Jalan Pendidikan	Social status	1
	Perumahan Elit	Social status	1
	Griya Mandiri	Social status	1

Table 1 displays three types of construction based on regional demography: territorial/regional construction, social status construction, and regional and ethnic construction. The three constructs with the most data finds are typically the LL construction based on territoriality (44 data), LL construction based on social status (3 data), and LL construction based on demography (60 data). The data's description is listed below.

3.1.1.1 Ethnic Construction

Ethnic construction refers to the use of ethnic/racial/ethnic names as trade identities or shop/warung brands used by business actors. Business actors do not have to come from the ethnic name on the trademark used, because the identification results are obtained by business actors, who actually come from other ethnicities, such as: *"Sasaku"* is owned by Pak Lalu Nurasih, who is a person of Sasak ethnicity. There are 15 ethnically constructed LL data, which then become the sample analysis in this study. All data were obtained on *"Jalan Adisucipto Mataram"*. The location of this road is mapped as a souvenir, culinary/*lesehan* area, and a place for shopping for young people. As for other examples of data, such as "*Warung Jawa, Sate Madura, Rumah Makan Padang, Rumah Makan Minang*, and *Sasaku*" representing shop names and racial/ethnic origins.

Figure 1. Ethnic Construction "Sasaku"

There are two linguistic functions that are developed based on the sample data on the data with ethnic constructions. Both of these functions are generated based on the data with ethnic constructions. The linguistic functional function displays the names of locations or labels organized into phrases with the structure $\{N + N\}$. Then, the information that is symbolic conveys the message that the usage of ethnic names in "warungs" is a marker of identity that the ethnic food can be found in that region.

3.1.1.2 Territory Construction

Regional construction refers to the space or place where the term appears and begins to spread as the identity of the public space. The name or identity of an area becomes a label on a public space. This shows that the label contains properties that want to introduce things that have attracted public attention. The name of the stall "Ayam Taliwang" that is spread out over 20 locations on the main road in Mataram City is the dominant spatial label that may be identified based on territorial or regional construction. The menu item for grilled free-range chicken with pelecing flavour is called Taliwang, which is a reference to a settlement or neighbourhood in the Mataram city. On the island of Lombok as well as in NTB, this food menu is a local favourite and a culinary speciality. As for other examples of data: *"Nasi Rarang, Nasi Sukaraja, Lombok Terop, Mataram Tenda, Lombok Post, dan Suara NTB"*. These terms are the names of spaces/places in the city of Mataram with the identifiers attached to that identity. Places for this label are scattered on Jalan Cakranegara, Mataram City. The road flow becomes a culinary center and marketing administration area, whether it is in the form of food stalls, newspapers/mass media, and wedding equipment.

Figure 2. Territorial Construction "Ayam [bakar] Taliwang/Ayam Taliwang"

The information function that was obtained from the sample data, specifically the naming of the area based on the construction of the area, is typically classified as a phrase with the structure of {*N + N*}, which indicates one empirical identity. This is because the phrase describes the naming of the area based on the construction of the area. Then, the symbolic function has the tendency to strengthen regional entities on the island of Lombok with a pattern of imaging through a distinctive culinary menu. This is done so that tourists are interested in going not only to stalls that are labeled with a particular region, but also to the area itself.

3.1.1.3 Social Status Construction

The construction of social status refers to the variety of social properties inherent in the community in an area. The name of the public space has an association with the social status of the residents who live on the street. In addition, making road labels like this makes the road segment an identity that is identical to the background and social status of the community. Based on the data found, several spatial name data were obtained based on social status, namely: "Jalan Pendidikan", is a road section located in the Dasan Agung Baru neighborhood, Mataram City. There are various levels of educational institutions on this road, such as: *Universitas Mataram, Universitas Islam Negeri Mataram, SMK Negeri 2 Mataram, SMK Negeri 3 Mataram, SMA Negeri 3 Mataram,* and several Educational Training Centers". Then, the housing complex domiciled on the street, as the majority of the official residences of the State Civil Apparatus (ASN) who work as teachers and educators at the educational institution.

The next example is housing name labels, such as: *"Perumahan Elit dan Griya Mandiri"*. Elite Housing is located in Jempong Baru Sekarbela, Mataram City. As the name implies, this housing is inhabited by groups of people with upper middle social status from various circles, such as ASN, TNI/Polri, Prosecutors, Judges, etc. Then, "*Griya Mandiri*" is the name of a housing complex inhabited by officials or employees of Bank Mandiri for the Nusa Tenggara Bara (NTB) Region. This housing is located in the Dasan Agung Baru neighborhood, Mataram City. The information function consists of the fact that the linguistic structure that was utilized can still be classified as a phrase that has a *N + N*

structure. Then, the symbolic function that appears is that the linguistic structure utilized by the community in designating an open place leverages the social status that occurs in the region. This is what causes the symbolic function to appear.

3.1.2 LL Construction Based on Regional Administration

Regional administration is a publicly accessible area that the appropriate authority controls and administers. Local laws that are in force in the area govern any social processes or activities there. For instance, Regional Regulation (Perda) No. 3 of 2010 regulates the administration of administrative areas, including the partition of open space zones for commerce, industry, and other purposes. It also regulates open spatial planning in NTB. According to the NTB Regional Regulation from 2009, open spatial planning must be built on the following principles: integration, harmony, harmony, balance, sustainability, efficiency, openness, togetherness, partnership, protection of public interests, legal certainty, and accountability. The arrangement of zones into four categories which are education, business, government centres, and community open spaces will then reflects this approach.

3.1.2.1 The language of the scope of government administration

The spatial language of the government administration area tends to have a spelled construction and is formal in nature. The language used is always in the form of mono-language or one language, namely good and correct Indonesian, so that there are no multilingual patterns, linguistic variations, and special markers in naming government services. The scope or area of government services is in the form of basic - higher education institutions, regional government offices, etc. Based on the research data, it was found 40 data samples that showed the spatial language in the area of government administration.

Table 2. Construction of Spatial Language for Government Administration Area

Groups	Languages	Amount of Data
Monolingual	Indonesia	4

Table 2 shows the amount of data and categories of data found in the area of government administration. The language pattern found is in the form of a monolingual variant, meaning that it only uses one language variant as the administrative identity of one area in Mataram City. For example, the construction of naming the spatial language for government education areas, offices or government centers, etc. The following is an example of an agency naming construction based on the area of education and culture.

Figure 3. Education Administration Area Construction

Figure 3 contains the construction of the name of the educational institution of SD Negeri/Elementary Public School 5 of Cakranegara, Mataram City. The writing structure is rigid, in accordance with the format that has been determined by the supervisory agency. The name of the school begins with the agency that manages the educational institution and ends with the full address of the institution.

3.1.2.2 The language of the scope of tourism

The language of the scope of tourism is intended to introduce terms that are easy for visitors to remember and see. The language of tourist visits tends to use a variety of historical and contextual

adaptations, meaning that the use of language in naming tourist attraction spaces is based on the names of terms in the history of the Lombok chronicle and or the conditions of the social environment of a region. Based on the research data, 25 research samples were obtained with a monolingual construction pattern or one language variety, namely Indonesian.

Examples of the data obtained are generally in the phrase category with N + N construction. Then the symbolic identity is in the form of strengthening the variety of names of historical areas, such as kingdoms, grave garden or sacred cemeteries, and so on.

Table 3. Construction of Tourism Area Spatial Language

Groups	Languages	Amount of Data
Monolingual	Indonesia	25

Table 3 shows data on the use of spatial language in tourist areas. The number of data obtained are 25 data with monolingual construction patterns. The language construction uses Indonesian grammar as the language of space in the tourist area. Tourist areas in Mataram City were mapped in several places, namely: coastal areas, urban areas (Old Town), and the heritage site of the Mataram Kingdom, Cakranegara. For example, such as: Sangkareang Park, Mayura Park, Ampenan Old Town, *Hok Kian Kong Hwee*, and many more.

Figure 4. Tourist Area Construction

Figure 4 shows the Kota Tua tourist attraction in Ampenan, Mataram City. The existence of the Old Town, Ampenan is very well known in the West Nusa Tenggara (NTB) area. This reminds us that historically Ampenan was the first port area on the island of Lombok and the word Ampenan itself according to the NTB Provincial Culture Service has its origin from the Sasak language *amben* which means a stopover. So, Ampenan is a port area that is used as a stopover for migrants from outside the island of Lombok. The construction of the building is nuanced in the colonial era of the Dutch East Indies and Japan, making this place the Old Town in Mataram City. The name labeling does not include the word Mataram, but the word Ampenan, as a sign of historical identity that the Kota Tua area was once the busiest port in NTB. In the meantime, the names of shops in the Old Town of Ampenan are still found using Chinese terms, such as the funeral home or *dharma bakti* for the harbor master area in his time "Hok Kian Kong Hwee" and the place of worship "Pao Hwa Kong", which is an old temple located in the Old Town of Ampenan.

3.1.2.3 Business area layout language

Business spatial language is a space naming language that represents commercial activities, buying and selling, and other entrepreneurial activities. The characteristics of this area always bring together individuals from various ethnic, regional, and even national backgrounds. The language of business spatial layout in Mataram City is divided into two forms, namely business area designations and business product labels. Based on the research data, the data for the label indicating the business area in the city of Mataram was obtained as follows.

Table 4. Construction of Spatial Language for Business Areas in Mataram City

Total	Groups	Languages	Number
70	Bilingual (50)	English Indonesian	30
		English – Sasak	10
		Indonesian English	12
	Multilingual (20)	Sasak – English – Indonesian	8

Table 4 shows the data on the results of grammar research in the business area of Mataram City. There are two kinds of languages used, namely bilingual and multilingual. Bilingual means users of two different languages in one product label or shop or type of trade that is run, then multilingual means that there is the use of more than two languages, for example three or four language variants in one product label. A description of the sample data can be seen below.


Figure 5. Business Area Construction "Culinary"

3.2 Discussion

According to the LL approach, spatial language is a set of signifiers and identity markers used in linguistic contexts. Language is always related to the situation in order to make sense to readers (Setiawan, 2018). A faithful speaker's linguistic experience is framed by the context that is associated with him, thus the tendency of the structure utilised corresponds to the style of the linguistic text. The linguistic structure is strongly influenced by the text patterns owned by the text speakers themselves, so that the speaker's contextual concept becomes the parameter for naming the spatial language in Mataram City. The trend of language structure used based on data analysis is English – Indonesian, English – Sasak, English – Sasak – Indonesian, and Indonesian – Arabic – Jejawan/Sasak. The dynamics of the grammatical structure of this space is strongly influenced by the socio-cultural conditions in a society. The nature of the environment is always dynamic and develops according to the direction of the times(Artawa, 2015); (Khoiriah & Savitri, 2021). For this reason, naming in outdoor signs or label markers in public spaces always follows the symbolic markers of the majority language, in this case Sasak language is the language of the majority of public spaces in society. The perspective of naming spatial identity in Mataram City cannot be separated from the representation of ideology. The ideology of the text is generally contained in the concept of spatial language discourse. The symbolic message that wants to be conveyed to the community through open space markers becomes a grammatical construction that is applicable and accepted by the local community.

Discourse as a form of text can contain an ideological message to be conveyed to the reader. The concept of discourse certainly cannot be separated from text and context, because text as a tangible form of discourse forms words, phrases, or even clauses in grammar in the public space of Mataram City. Language as an aspect of culture that contains the identity of a speaker and other cultural aspects(Ben-Rafael et al., 2006). If it is observed carefully based on the analysis data related to the construction of spatial language distribution in Mataram City, it can be generalized to have the following development structure. Then, from a more basic perspective, that the LL study in mapping the grammatical structure of public spaces in Mataram City, the following scheme can be observed.
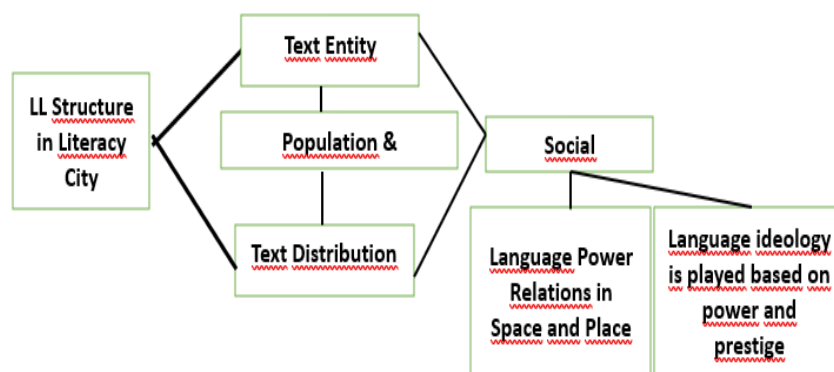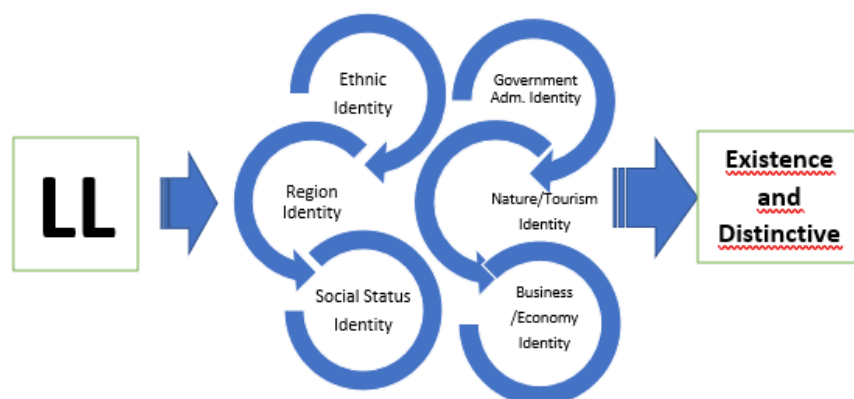
Scheme 2. Structure of LL Development on Public Spatial Grammar in Mataram

Scheme 2 is a structural conception that can be formulated based on the phenomenon of spatial language in the city of Mataram. Overall, the role of grammar in the public sphere in Mataram is divided into three, namely (a) text entities, (b) population and community, and (c) text distribution. The description is as follows.

(a) Text entity is a text marker symbolization of a marked reference (signifier) that shows identity or characteristics. Text entities are basically used as a formulation for naming an object with the intention of being able to introduce the object to the public.

(b) Population and community are the habitus of a text that is produced and used by a group of people or communities as a marker of identity. Community refers to the majority group that is in the habitus of the text, while the population indicates that the users of the text occur in the major community.

(c) Text distribution is the distribution of the text in the habitus of speakers or the community in which the text is used. The construction of the text will follow a pattern agreed upon by one community and then become a reference or reference for other speakers who are outside the community.

The direction of LL studies is always determined based on power and prestige. Elements of society. Entities, populations – communities, and the distribution of texts are the causes of the formation of spatial language in public spaces. Therefore,(Landry R., 1997)has emphasized the need for policies in managing spatial language so that language maintenance can take place in one place. Then, the three forms of the role of text in the LL study on spatial language in Mataram City are focused on interaction activities. Interaction takes place between the text and the speaker and the speaker and the speaker. This pattern is formed considering that the LL study positions language as a reading room for speakers in identifying the social environment. Speakers place text and social context into two inseparable elements. The majority status of speakers is certainly a reference for spatial marker texts in the city of Mataram.

The dynamics of the structure of spatial language development in Mataram City based on analytical data, it can be concluded into several parts, including a) demographics is divided into ethnic identity, region, and social status and b) Administration includes government identity, tourism or nature, and business or economy . Each of these elements becomes a determining indicator of the use of grammatical language in the public sphere. For this reason, the circulation of LL development in spatial language in Mataram City as a place of literacy can be observed below.

Scheme 3. Dynamics of Structure of Public Spatial Grammar Development in Mataram City

The dynamics of the structure of spatial language development in Mataram City based on schema 3 shows a undulating circulation between each related element. The results of the previous analysis show that the spatial language mapping in Mataram City is divided into two, namely the construction of regional demographics and regional administration. These two sections are then patterned into several structures, namely ethnic identity, region, social status, government, nature/tourism, and business/economy. The structure formed is the capital in the development of Mataram City towards Spatial Literacy in NTB. As an ethnic identity, most areas in Mataram have socially mapped their environment based on the ethnicity in Mataram, then the language of the ethnic majority becomes the medium of instruction in that environment. For example, Arab, Chinese, Malay, and others who are scattered in Ampenan Mataram District, their language of instruction is the ethnic language which is the majority in the neighborhood. Then the grammar in the government area tends to be monolingual and formal, while in the business and tourism areas the usage tends to be bilingual, multilingual, and non-formal. That is, between government areas and business - tourism have different spatial language development structures and have their own characteristics.

Text relations and social existence as contexts in the structure of text development can be patterned based on adaptations made from perspective(Ben-Rafael E. et al., 2006). LL raises competition between elements. First, the elements of activity, creativity, and high interaction complexity are related to the majority of social interactions having an abundance of text as a marker. Second, the elements of activity, creativity, and low interaction complexity are related to the minority of social interactions who have a lack of text as a marker. For example, the social majority must master grammar in the public sphere, on the other hand, the minority group only contributes a little to the language of the public sphere. The structure of spatial language development in Mataram City is based on patterned analysis data in a monolingual structure, namely Indonesian – Arabic – Sasak/Jejawan script or Indonesian – English – Sasak/Jejawan script. Then, it should also be noted that the development of public spatial language tends to pay attention to several things, namely a) language revitalization, b) education through texts, c) norms and ethics pointers through texts, and d) language code variations based on government regulations.

The revitalization of languages, especially regional languages, is the government's concern. Based on the Ministerial Decree No. 40 of 2007 concerning guidelines for regional heads in carrying out revitalization and development of state and regional languages, both for public spaces and or other areas, such as areas of government, tourism, business, etc. The implementation of Ministerial Regulation No. 40 of 2007 has been implemented in Mataram City. This is proven through the use of Indonesian as the main language of markers or instructions for public spaces in Mataram. The most common development structure found is in the form of multilingual variants of Indonesian – Arabic/English – Sasak/Jejawan script. Furthermore, education through text is used in spatial grammar in Mataram. Education is in the form of the use of formal variety in spatial designations in government areas, such as: offices and educational institutions. Meanwhile, text education in business or tourism areas tends to take advantage of the symbolic aspects of one language, such as the use of code-mixing

in a multilingual structure, thus creating the impression of the prestige of one space or object. However, there are negative impacts that may arise from this development structure, namely the marginalization of one language variant as a result of the dominance of other language variants. For example, spatial planning is often labeled with terms in English, then the Indonesian language experiences code-mixing with the majority regional languages, so that the structure of English is maintained, while Indonesian must merge into the realm of regional languages. This condition is a manifestation of the impact of language symbolization on the commercial area. Text education in business or tourism areas tends to take advantage of the symbolic aspects of one language, such as the use of code-mixing in a multilingual structure, giving rise to the impression of the prestige of one space or object.

The form of literacy in the LL study in Mataram City is shown in several areas, including: a) commercial, meaning that the LL study by examining the issue of literacy cities aims to strengthen the branding image of one area for visitors/tourists, b) revitalization, meaning that the LL study is intended to maintain language in public spaces by showing identity, culture, characteristics, and beliefs of the community, and c) education, meaning that the language of public spatial planning provides teaching and education of local content that represents lingual diversity, lingual ethnicity, and lingual culture in one region. The patterning of public space markers is based on the concept of a literacy city by mapping the existence of texts based on the zoning of public spaces in Mataram City based on the concepts obtained from this study which include religious, cultural/traditional, ethnic/community zones, commodity/symbolic identity, and nature/tourism. This concept makes Mataram City have regularity in spatial planning and grammatical markers in public spaces. Then, the concept of the spatial language of the city of Mataram makes efforts to revitalize the state and regional languages to be carried out properly. Some of the ideal conditions that can be achieved with the concept of the literacy city of Mataram city based on the LL study, namely; (a) the pattern of literacy in the city of Mataram as an effort to make the city of Mataram friendly to visitors or tourists. The following are some notions that can be developed or discovered as a result of data analysis that incorporates grammatical tendencies and patterns of the three-spatial language in the city of Mataram.
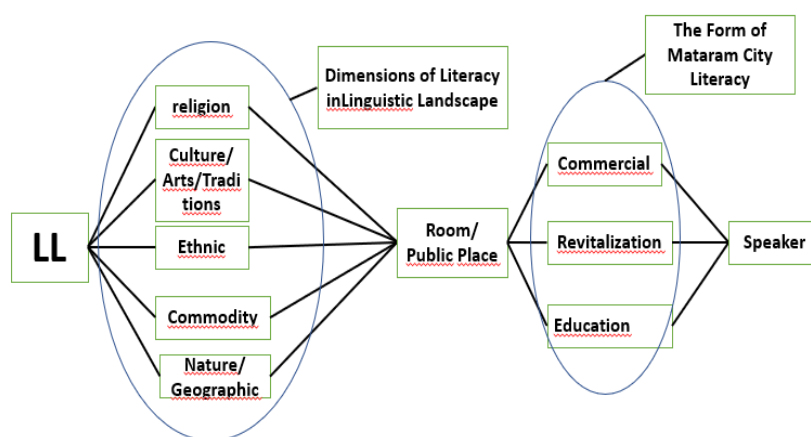
Scheme 4. Literacy City Concept in Linguistic Landscape Dimension

The concept of the Literacy City in Mataram based on the language of spatial planning in the LL study can be divided into several dimensions and existences, namely:
  a) Religion is related to the beliefs of the people who represent the area with a variety and dynamics of belief.
  b) Culture/Tradition, relating to habits that have been institutionalized in one place and carried out by a group of people in various regional contexts.
  c) Ethnicity is related to ethnic groups that inhabit one area accompanied by lingual properties attached to them, such as: language, dialect, prokem, lexeme, etc.
  d) Commodities, related to various potentials, such as economy, tourism, culinary, textiles, etc.
  e) Natural/Geographical, relating to the topographical and demographic richness of an area consisting of seas, mountains, and other natural resources.

4. Conclusions

The grammar of public spaces in Mataram City has several constructions and patterns. The language construction of public space markers in Mataram City is divided into two, namely a) language construction based on regional demographic Identity and b) language construction based on administration. The novelty obtained from this research is the discovery of the concept of a literacy city in the LL dimension (see scheme 7) in Mataram City. The concept of a literacy city in Mataram was formed through the structure and grammatical patterns in the public sphere, such as: religion, culture/tradition, ethnicity, commodities, and nature/geography. This element becomes a public space in the interaction of speakers. Then, the categorization of literacy covers the areas of commercial, revitalization, and education. These three elements become the dimensions of the conversational text in the public sphere from the speakers. Language markers and markers in Mataram City are constructed in the LL structure in the Literacy City including text entities, population and community, and text distribution. The interaction process creates linguistic power relations in space and place as well as linguistic ideology based on power and prestige. Then the circulation of literacy cities can be constructed through demographic patterns covering ethnicity, region, and social status. Then, the spatial administration pattern includes government administration identity, nature/tourism identity, and business/economic identity.

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