



JALC

Journal of Applied Linguistic and Studies of Cultural

| e-ISSN: [3026-5347](https://doi.org/10.3026/5347) |

<https://jurnal.rahiscendekiaindonesia.co.id/index.php/jalc>



LINGUISTIC LANDSCAPE IN TRADITIONAL CULINARY TOURISM AT KAMPOENG LAMA DELISERDANG

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KEYWORDS

Linguistic Landscape, Traditional Culinary, Kampoeng Lama

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ABSTRACT

This study investigates the linguistic landscape within the traditional culinary tourism destination of Kampoeng Lama, located in Pantai Labu, Deli Serdang, North Sumatra. Utilizing a qualitative approach, data were collected through participant observation and documentation methods based on Sudaryanto's simak libat cakap technique. The research explores verbal interactions and analyzes visual elements of public signage, including shop signs, banners, menus, and promotional slogans. The findings reveal a diverse use of languages, ranging from monolingual, bilingual, to multilingual displays, with a focus on the symbolic and communicative functions of language. The analysis highlights how language is utilized to reflect local cultural identity while promoting the area's appeal as a culinary destination. Signs written in Bahasa Indonesia emphasize inclusivity and emotional connection, with strategic visual designs incorporating traditional elements such as bamboo and natural tones to convey authenticity. Local terms and creative wordplay further enrich the cultural experience for visitors, fostering a sense of nostalgia and pride. The study underscores the role of language in shaping the visitor experience, showcasing Kampoeng Lama as a site where cultural preservation and modern marketing strategies intersect. This linguistic landscape not only serves communicative purposes but also symbolizes the area's cultural and economic vitality. By bridging tradition and innovation, Kampoeng Lama offers an immersive experience that appeals to a wide range of audiences, establishing itself as a hub for cultural and culinary tourism.

INTRODUCTION

Kampoeng Lama is a traditional culinary tourism destination that highlights the richness of cultural and local diversity. As an area with a strong historical heritage, Kampoeng Lama is not only a place to enjoy local delicacies but also a symbol of the cultural

identity of the local community. Visitors to this area are provided with a unique experience in which traditional dishes not only tantalize the palate but also convey cultural narratives embedded in every serving, (Álvarez,& Coetzee, 2017: Backhaus, P. 2007).

In the context of the linguistic landscape, this destination becomes a space where various languages reflect identity, serve communicative functions, and enhance commercial appeal. Signage, food menus, and promotional slogans in Kampoeng Lama demonstrate a blend of the Indonesian national language, local languages such as Malay and Batak, and English. The dominant use of Indonesian ensures accessibility for a broad audience, while local languages represent the uniqueness and pride of the region. Meanwhile, English provides a modern and global touch, making the area relevant to both domestic and international tourists. The use of language in public spaces such as Kampoeng Lama is not merely an aesthetic choice but carries deep symbolic meanings. Local languages, for instance, are often employed to emphasize the authenticity of culinary products, such as *Sambal Tuktuk Batak* or *Traditional Malay Cakes*. These linguistic choices foster a sense of cultural attachment and solidarity among the local community while appealing to tourists seeking authentic experiences. Conversely, the use of English on shop names or taglines, such as *Authentic Village Taste*, illustrates efforts to capture wider attention by projecting a modern image, (Ben-Rafael, 2009; Blommaert, 2013; Gorter, 2006)

The linguistic landscape of Kampoeng Lama plays a crucial role in the context of culinary tourism, where language serves as an integral element of branding and marketing strategies. In an increasingly globalized world, the combination of local and international languages creates a balance between preserving cultural heritage and meeting market demands. This is particularly relevant for the development of Kampoeng Lama, which aims to maintain its traditional identity while remaining competitive amidst modernization, (Gorter ; 2006)

This phenomenon raises fundamental questions: to what extent does the use of foreign languages in the linguistic landscape influence tourists' perceptions of Kampoeng Lama's local identity? Does the dominance of English undermine the authenticity of this area as a traditional culinary tourism destination? These questions require in-depth studies to understand how the symbolic and communicative functions of language operate within this context. Additionally, the linguistic landscape of Kampoeng Lama reflects the sociocultural dynamics of the local community. The diversity of languages used illustrates the plurality of Deliserdang society, which comprises various ethnicities and religions. The use of language in public spaces functions not only as a tool for communication but also as a way for the local community to express their cultural values to the wider world. This is significant, considering the role of culinary tourism in promoting local culture.

In the culinary landscape, food often acts as a "cultural language," and the accompanying written texts serve as visual interpretations of this identity. The names of shops or dishes in Kampoeng Lama, such as *Warung Nasi Goreng Kampung Melayu* or *Cafe Kopi Klasik*, combine traditional and modern elements into a cohesive whole. This demonstrates how local culture can be elevated through a linguistic approach. This study is practically relevant for developing promotional strategies for tourism in Kampoeng Lama. By understanding the patterns of language use in the linguistic landscape, the area's tourism managers can design more effective and inclusive communication strategies. The appropriate

selection of language can enhance the visitor experience, thereby increasing the area's appeal and market value.

Previous studies have examined the linguistic landscape in public spaces with different focuses, such as Kualanamu Airport (Pasaribu & Salmiah, 2024), signage in hotels and restaurants in Bali (Artawa et al., 2023), and Japanese-themed culinary businesses in Medan (Pujiono & Barus, 2023). For instance, Pasaribu and Salmiah explored the dynamic use of language in public spaces at Kualanamu International Airport, revealing how written language functions as an informational medium. Similarly, Artawa et al. analyzed the interplay of foreign languages, the Indonesian national language, and the Balinese local language on public signs in Bali, uncovering the balance between global, national, and local identities. Meanwhile, Pujiono and Barus studied the linguistic landscape of Japanese-themed culinary businesses in Medan, focusing on the visual representation of Japanese, Indonesian, and English to attract culturally interested audiences.

However, there has been no specific study addressing the linguistic landscape in traditional culinary tourism that reflects the local cultural identity, such as in Kampoeng Lama, Deliserdang. This study fills the gap by exploring the use of local, national, and foreign languages in crafting a narrative of local culture. The focus is on how the linguistic landscape in this area balances cultural authenticity with commercial needs and how language functions to create an authentic tourism appeal.

This research also contributes to academic literature on linguistic landscapes in Indonesia. The study of traditional culinary tourism sites like Kampoeng Lama opens opportunities to explore how language interacts with cultural identity and economic imperatives in public spaces. Thus, the findings of this research can serve as references for academics, practitioners, and policymakers in managing culturally based tourism areas. Overall, the linguistic landscape of Kampoeng Lama, Deliserdang, is relevant not only for the area's development as a culinary tourism destination but also for the preservation of local cultural identity. Through this study, it is expected to reveal how language serves as a bridge between tradition and modernity, as well as a tool to strengthen Kampoeng Lama's image as a unique and competitive center for traditional culinary tourism.

METHOD

This study employs a qualitative approach, utilizing the "simak libat cakap" (observation and active involvement) method based on Sudaryanto's concept, (Mahsun, 2005; Sudaryanto, 1993). Data collection was conducted through direct observation in the Kampoeng Lama area, where the researcher observed verbal interactions and engaged in conversations with business owners, tourists, and local residents to understand the use of language in public spaces. A documentation method was also applied, gathering photographs of the linguistic landscape, such as shop signs, banners, food menus, and promotional slogans. The collected data were analyzed to identify patterns of language use—whether monolingual, bilingual, or multilingual—and the symbolic and communicative meanings embedded within them. By combining these methods, the study aims to provide a comprehensive overview of how language is used to reflect local cultural identity while also enhancing the appeal of traditional culinary tourism in Kampoeng Lama. Kampoeng Lama Tourism Village, located in Pantai Labu Subdistrict, Deli Serdang Regency, North Sumatra Province, is a tourist destination that combines natural beauty, cultural traditions, and local

creativity. The village spans a total area of 276,000 hectares, predominantly characterized by rice fields and plantations. Approximately 147 hectares of rice fields play a vital role in the lives of its residents, most of whom work as daily laborers and farmers. The labor sector ranks as the primary economic activity of the community (approximately 1,150 individuals), followed by the agricultural sector (approximately 111 individuals).

RESULTS AND DISCUSSION

The uniqueness of Denai Lama Village as part of Kampoeng Lama Tourism Village lies in the richness of culture and traditions that are still preserved to this day. This village, which is inhabited by the majority of Malay and Javanese tribes, has many art studios that are the center of cultural activities, making it a thematic village with a strong artistic nuance. Local traditions such as pengomping padi, mendi taman (a ritual for married couples awaiting the birth of a child), to farmer planting activities are legacies that continue to live in the community. One of the main attractions is the Kongsu cultural event, a unique celebration where all local traditions and cultures are displayed in one week. This event is often integrated with one of the main culinary destinations in the village, creating a tourism experience that combines the deliciousness of traditional food with deep cultural nuances. Visitors can witness and experience firsthand the values of local wisdom that are the identity of Kampoeng Lama Tourism Village. Kampoeng Lama Tourism Village is not only a tourist destination, but also a space that revives local traditions and wisdom with a creative touch, making it an ideal place to learn, enjoy, and appreciate the rich cultural heritage. With a combination of pristine nature, preserved traditions, and friendly people, this village offers a memorable experience for every visitor.

Based on the results of the study, there are several data that were analyzed. The explanation can be seen in the data below.

Data 1



Picture 1 : Welcome Monument

Dok. Gumarpi 2024

Based on data 1, the writing “Pasar Kamu” in Kampoeng Lama is part of a linguistic landscape that strategically represents local cultural identity and supports marketing efforts

for the area as a tourist destination. The use of Indonesian in this sign shows a bias towards local culture, which is reinforced by the choice of the word “Kamu.” This word gives a personal, friendly, and inclusive impression, thus creating an emotional connection with visitors. This shows that the sign not only functions to provide information, but also has a strong symbolic value in building the image of the market as a warm and friendly space for the community and tourists. From a visual perspective, the design of the sign made of bamboo reflects traditional elements that are closely related to local wisdom. This shows that regional cultural values are maintained even though they are presented in a modern context. The yellow letters used give a cheerful and eye-catching impression, indicating that this market also has commercial appeal. The combination of traditional materials and modern elements illustrates the blend of tradition and modernity, which is one of the main attractions of culinary tourism in Kampoeng Lama. The background of the sign, which is filled with tropical trees such as banana and coconut trees, provides a natural atmosphere that is in harmony with the identity of the area. These environmental elements become a supporting context that strengthens the local cultural message that is intended to be highlighted. The trees also give the impression that this market not only offers a shopping experience, but also presents a comfortable atmosphere that is close to nature. The “Pasar Kamu” sign can also be analyzed as a form of cultural commodification. Traditional elements such as bamboo and local nuances are used as marketing tools to attract tourists, especially those looking for authentic cultural experiences. In this case, local culture is not only preserved, but also processed into an economic asset that can increase the attractiveness of the Kampoeng Lama area. Overall, the combination of language, visual design, and environmental context creates the function of this sign as an effective marketing medium. Not only does it introduce the market as a place to buy and sell, but it also elevates the values of tradition, togetherness, and local culture which are the main advantages. Thus, the “Pasar Kamu” sign not only fulfills a communicative function, but also becomes a symbol of cultural identity and the economic appeal of the Kampoeng Lama area as a traditional culinary tourism destination.

Data 2



Picture 2. Tempu Exchange

Dok. Gumarpi 2024

The signboard above is an example of the use of interesting language in the linguistic landscape, especially in the context of culinary tourism in Kampoeng Lama. The writing "KPU: Komoner Penukur tempuU" presents a combination of humor and local creativity that is unique. The term "KPU" which is commonly known as the abbreviation of "General Election Commission" is changed into a unique term that is relevant to the context of the place. The addition of the word "tempuU" shows a touch of language that not only attracts attention but also invites visitors' curiosity to understand the meaning and function of the board. The use of Indonesian as the main language shows that this signboard is designed with the main audience in mind, namely local people or domestic tourists who have a strong understanding of the language. This shows that this board prioritizes the accessibility of information for the audience group that is indeed the main target of this culinary tourism destination. The choice of simple but creative words shows the manager's ability to present cultural appeal through language. In terms of design, this board uses wood which presents a very distinctive traditional feel. Wood material reflects the values of authenticity and closeness to nature, which is in line with the concept of the village and local culture that Kampoeng Lama wants to highlight. In addition, the bamboo or thatched roof that is visible as a backdrop further enhances the natural local atmosphere. The overall design of this sign presents a harmony between visual and material elements, creating an authentic experience for visitors. The use of yellow in the words "KPU" provides a striking visual effect, attracting immediate attention, while giving a cheerful and friendly impression. From a cultural perspective, this sign reflects centripetal forces, namely an effort to highlight local identity through language and design without mixing foreign language elements. The choice not to use a foreign language shows that this sign is fully oriented towards a domestic audience and highlights the uniqueness of the local culture of Kampoeng Lama. This sign not only functions as an information tool, but also as a medium for cultural expression that enriches the visitor experience. The creativity in the use of language and design on this sign is a unique attraction. This gives the impression that Kampoeng Lama not only offers culinary, but also a unique cultural experience. Thus, this sign becomes an integral part of the linguistic landscape that supports the creation of a strong and attractive cultural identity, providing a memorable experience for visiting tourists.

Data 3



Picture 3 : Street sign
Dok. Gumarpi 2024

The wooden board that reads "Toilet. Traditional Games." is an important part of the linguistic landscape in the Kampoeng Lama tourist area. Using Indonesian, this board targets local visitors and emphasizes a strong cultural identity. The choice of wood material and its

placement on a tree trunk reflect traditional aesthetics and harmony with nature, in line with the theme of the tour. The yellow writing on a black background shows an effort to maintain readability while maintaining simplicity, in accordance with the traditional values that are carried. In addition to providing practical information about toilet facilities and traditional game areas, this board also carries a symbolic message, namely preserving and introducing local cultural elements such as traditional games to visitors. The existence of this writing not only functions as a guide, but also as a visual representation of the identity of a tourist attraction that prioritizes cultural experiences. By highlighting traditional games, Kampoeng Lama has succeeded in creating a nostalgic atmosphere that connects visitors with cultural heritage. Overall, this board strengthens the narrative of tourism as a cultural education space as well as a recreational vehicle that combines culinary with traditional values.

Data 4



Picture 4 : Food menu
Dok. Gumarpi 2024

The menu board seen in this image is part of the linguistic landscape in the traditional culinary tourism area of Kampoeng Lama. By using wood material and white writing on a brown background, this board successfully creates a strong traditional atmosphere, in line with the theme of the tourist location. Simple ornamental decorations at the top further strengthen the nuances of local culture. The language used is entirely Indonesian, indicating that the main target is local visitors. Menu names such as "Ayam Kalasan," "Lele Kalasan," and "Sate Jeroan/Jengkol" reflect a unique cultural identity, highlighting traditional foods that are familiar to the community. The use of the local term "Tempu" as a price unit also shows a unique language adaptation, giving a distinctive impression that can only be found in this place. In addition to its informative function, this menu board also acts as a visual medium to strengthen the traditional theme carried by Kampoeng Lama. The existence of elements such as design, materials, and choice of language make this board not only a communication tool, but also a prominent symbol of local culture. This board invites visitors to enjoy an authentic atmosphere and experience, while strengthening the traditional identity that is the main attraction of this tourist area.



Figure 5: Gender Instructions
Dok. Gumarpi 2024

This simple sign is round, made of woven bamboo, with the words "SPECIAL FOR MEN" painted in yellow and black. At the bottom there is a symbol of an arrow pointing downwards, providing clear directions regarding the location of certain facilities or areas. The choice of woven bamboo material reflects local aesthetics and traditional values, in line with the theme of tradition-based culinary tourism such as Kampoeng Lama. The use of yellow in the writing provides a striking contrast to the woven background, making it easier to read the message, while the arrow symbol emphasizes its directional function even for those who do not read the text in detail. The words "SPECIAL FOR MEN" explicitly indicate that this area is intended for male visitors, possibly referring to facilities such as toilets, prayer rooms, or other special areas. This sign also represents local social norms and cultural values, where gender segregation is often applied in public spaces with traditional or religious settings. The use of Indonesian as the sole language shows a focus on local visitors, highlighting national identity and cultural intimacy. Not only as a means of communication, this sign is also part of the cultural experience offered to visitors. Overall, the sign serves more than just a directional sign. Its visual and material elements become an integral part of the Kampoeng Lama narrative, emphasizing the authenticity of the place that brings the traditional village atmosphere back to life. Simple yet rich in meaning, the sign combines practical function with cultural education, creating an authentic experience for every visitor.



**Figure 6: Promotion of Pasar Kamu
Dock. Gumarpi 2024**

This image depicts a traditional culinary tourism atmosphere filled with cultural and social elements. A large promotional board is the center of attention, inviting the public to support "Pasar Kamu" as a shopping destination in the Anugerah Pesona Indonesia (API) Awards 2023. The message conveyed on this board is in Indonesian with invitation phrases such as "Ayo Dukung!", accompanied by clear instructions to participate via social media or SMS. This reflects an interesting combination of traditional and modern promotions. The promotional board is designed with a traditional visual background, including a design that resembles bamboo weaving and images of typical foods, highlighting a strong local identity. The yellow and blue writing provides a striking visual contrast, making it easy for the message to attract visitors' attention amidst the crowd. Around the board, there is a crowd of visitors, including children and families, creating a lively and inclusive atmosphere. The presence of various generations indicates that this culinary tourism is open to all levels of society, reinforcing the impression of a friendly and accommodating place. The local cultural elements are also reinforced through simple but meaningful visual symbols. The name "Pasar Kamu" and the traditional foods displayed emphasize the focus on preserving tradition. On the other hand, the call to support through social media shows an adaptation to technological developments, bridging cultural experiences with a younger generation who are more familiar with digital platforms. This entire landscape reflects how language, symbols, and visual elements can be used effectively to promote local cultural identity while educating the public about the importance of maintaining tradition. In the context of the culinary tourism of "Kampoeng Lama," this promotional board not only functions as an information tool, but also as a medium connecting traditional and modern values. The presence of an active crowd around it further strengthens the impression that this place is a space that revives local culture in a way that is relevant and interesting for various generations.

CONCLUSION

This study reveals how the linguistic landscape in Kampoeng Lama, through elements such as signage, directions, food menus, and promotions, reflects a blend of traditional and modern values in the context of culinary tourism. Analysis of the data obtained shows that the language, visual design, and materials used not only function as information media but also as promotional tools and symbols of local cultural identity. The dominant use of Indonesian language shows a bias towards local audiences and efforts to preserve culture, while visual elements such as bamboo, wood, and bright colors create a traditional atmosphere that is closely related to local wisdom. At the same time, the adaptation to technology through invitations to participate on social media shows an effort to bridge traditional values with the needs of the modern generation. Simple yet meaningful signs, such as menu boards and directions, not only provide practical information but also contribute to cultural education. This is seen in the use of local terms such as "tempu" and the reinforcement of traditional games as part of the tourism experience. Creativity in the use of language, such as on the board "KPU: Komoner Penukur tempuU," provides a touch of humor and a unique charm that distinguishes this destination from others. Overall, the linguistic landscape in Kampoeng Lama successfully combines traditional values with modern elements, creating a culinary tourism space that is not only attractive but also educational and inclusive. Signs, menus, and other elements build a strong visual narrative, introducing local culture in a commodified context that still respects its essence. Thus, Kampoeng Lama is not only a culinary tourism destination, but also a space that represents local cultural pride and sustainable economic potential.

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