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Revitalization and Rejuvenation of Multilingualism in Railway Transportation Services through Linguistic Landscape Analysis

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Abstract

Linguistic insight nowadays is extremely adaptive, especially in the evolution of language within the industrial service sector. In linguistic research, the utilization of multilingualism should conform to national and international conservation principles within public transportation services such as Electric Rail Trains (KRL) and Mass Rapid Transit (MRT), all operated under State-Owned Enterprises (BUMN). The standardization of the Indonesian language in these railway services requires further improvement, particularly in major cities. This situation arises due to the community's and railway staff's limited awareness of the importance of preserving the Indonesian language, following the Enhanced Spelling (EYD) guidelines based on the Indonesian Dictionary (KBBI). However, the use of both Indonesian and English in railway transportation services is becoming more widespread. This study employs a qualitative descriptive ethnographic research method to support the revitalization and rejuvenation of multilingualism in these services through linguistic landscape analysis. This approach includes structuring services in both Indonesian and English, while rejuvenating accurate and widely-accepted diction. This linguistic landscape analysis uses written and spoken information signs at stations and inside the carriages of KRL and MRT in Jakarta's operational area as data source. The analyzed data results "less accurate" and "less acceptable" translation.

Keywords: Linguistic landscape; diction rejuvenation; information signage; multilingual revitalization; railway transportation

Abstrak

Pengetahuan ilmu kebahasaan sangat adaptif terutama dalam perkembangannya dalam sektor layanan industri. Dalam kajian linguistik, penggunaan multibahasa harus mematuhi kaidah konservasi nasionalisasi dan internasionalisasi untuk bidang pelayanan transportasi publik layaknya Kereta Rel Listrik (KRL) dan Mass Rapid Transit (MRT) yang berada di lingkungan Badan Usaha Milik Negara (BUMN). Kebakuan bahasa Indonesia dalam layanan transportasi kereta api tersebut masih perlu pembenahan, terutama di kota-kota besar. Hal ini disebabkan oleh rendahnya kesadaran masyarakat dan staf kereta api terhadap urgensi melestarikan bahasa Indonesia yang sesuai dengan Ejaan Yang Disempurnakan (EYD) dengan basis data dari Kamus Besar Bahasa Indonesia (KBBI). Metode riset ini menggunakan deskriptif kualitatif tipe etnografi guna mendukung revitalisasi dan peremajaan multibahasa dalam layanan sektor ini menggunakan pengkajian linguistik lanskap dengan mempola konstruksi layanan berbahasa Indonesia dan Inggris sekaligus meremajakan diksi yang akurat dan berterima. Pengkajian linguistik lanskap dalam riset ini menggunakan sumber data tertulis berupa rambu informasi tertulis dan lisan di stasiun dan di dalam gerbong KRL dan MRT daerah operasional Jakarta. Data yang dianalisis tersebut menghasilkan terjemahan yang "kurang akurat" dan "kurang berterima".

Kata kunci: Linguistik lanskap; peremajaan diksi; rambu informasi; revitalisasi multibahasa; transportasi kereta api

1. Introduction

The issue of transportation is the most serious situation faced by many developing countries like Indonesia. Such a situation can hinder human productivity in both formal and informal activities. The greatest hope from the problems encountered in the field of transportation is to utilize communication interaction that can facilitate consumers in accessing information [1]. Fundamentally, this interaction must be expressed in a language that can be a tool for communication and convey directed arguments according to the services in the field of transportation. The concept that language is a tool to convey thoughts has a long history and has developed in the study of linguistics. However, in linguistic thought, it is considered too narrow because language activities are essential "who speaks what language to whom, when, and to what end." [2]. Simultaneously, the function of language in public transportation services becomes essential to achieve excellent service in supporting an Indonesia that is friendly to language use.

Indonesia, with its highly adaptive language power, makes its people very diverse in speech. This variety of languages makes Indonesia rich in cultured languages. More than 70% of language users and speakers have the ability to adapt to other language users and speakers due to the work environment in the Capital Region [3]. Jakarta, as the capital, has a larger population than other cities in Indonesia; its people live with various activities that require them to complete them quickly, allowing them to move on to other tasks. It is no wonder that Jakarta is currently a rapidly developing area in terms of education, offices, international companies, television development, and public transportation in the rail sector. Jakarta is a metropolitan city that demands its citizens to act more efficiently and show good quality side in terms of service for mobility through trains. As reported by the Central Statistics Agency through the page <https://www.bps.go.id/indicator/17/72/1/jumlah-penumpang-kereta-api.html>, the number of train passengers in the Jabodetabek area as of January 2023 is 22,717,000. The informative train transportation service influences this rapid mobility.

However, with the diversity of languages in Indonesia, trains often become a place for communication problems between passengers and train officials. Lack of understanding between passengers and train staff can cause discomfort and conflict, compounded by passenger flow density during departure and return during productive operational hours across all sectors. The train transportation side has made full efforts to provide various information, signs, and directions for smoothness and passenger comfort, as shown below.



Fig. 1. Information sign at Manggarai Station (Research team documentation dated March 29, 2023)

The information sign clearly shows the left direction in the yellow box (from the reader) towards Exit, Platform (Box) B to West Hall, Jl. Sultan Agung, Manggarai Terminal, and Pasaraya Manggarai. Meanwhile, the same left direction in the blue box contains the KA Bandara (Airport Train) and Soekarno Hatta Airport information signs. This concept will become data in this study to ensure the accuracy and acceptance of an Indonesian and English lexicon with a linguistic landscape assessment. The information sign needs to pay attention to the standard rules of the Indonesian language. The word "Hall" is displayed, but it is not italicized, as explained in the standard rules through the search page <https://ejaaan.kemdikbud.go.id/eyd/penggunaan-huruf/huruf-miring/>, indicating that italics are used to write words or expressions in regional or foreign languages. In line with the non-standard lexicon displayed, the "Soekarno Hatta Airport" instructions have low readability when the source language is written using a dash (-) to unite the name Soekarno-Hatta. In contrast, the researcher found the information source inside the KRL carriage: "Passengers are advised to be careful when passing the platform gap." There is one passive verb, "advised," containing a non-standard lexicon. The electronic Indonesian Dictionary proves that "*im.bau*, non-standard form: *himbau* → Thesaurus v Mk call; mention and v Mk request; proclaim."

Lu et al. [4] discusses the preference for codes, inscriptions, and the placement of information signs using a Geosemiotic approach to explore the phenomenon of both official and unofficial directional signs. However, utilizing Geosemiotics theory to analyze code preferences, inscriptions, and placement within the linguistic grammar of a city or nation is relatively new in the context of the Indonesian language. Prasert and Zilli [5] researched exploring multilingual and multicultural commercial signs in Pattaya, presenting variations and the dominance of language use in public spaces, factoring in business types and population dominance. Nevertheless, there has yet to be an emphasis on the need for more comprehensive data collection in the study of linguistic landscapes, nor has statistical data emerged regarding tourist visits and the duration of stays, which could provide more precise information about market demands. Karolak [6] depicted the reduction of tribal languages in the UAE due to official multilingual policies, language contact, and social hierarchy, leading to the deterritorialization and commodification of language in its linguistic landscape. The findings of lingua franca in English have not been analyzed in communication among migrant communities through language contact, showing a lack of validity in the language's impact on multilingualism and language contact.

Meanwhile, Woo & Riget [7] investigated airport users' perceptions of language use on multilingual signs. The study revealed how the combination of Malay and English could be well-received by airport users, even though some Malaysians felt that Tamil should be included on the signs. The research highlighted the prominence of the Malay language in airport signage, downplaying the urgency of English in international communication services and the incorporation of official UN languages for globalization support. Yao J. et al. [8] evaluated the intensity of local language policy in ethnic minority regions of China, assessing the effectiveness of understanding signs in commercial, governmental, and academic sectors. The absence of visibility indicators in public sign policy implementation means that public signs still need to demonstrate governmental support. Song H. et al. [9] examined character features and flowing text that might affect customer perceptions of status and authenticity in ethnic restaurants (Japanese and Taiwanese), thereby influencing their intention and decision to visit. This study melded language landscape theory and literature. However, the need for valid data about customer experiences in restaurant authenticity and status means that customer perceptions and behaviour still need to be stronger. Landscape linguistics is a rapidly evolving research field. In conclusion, according to previous studies, research on linguistic landscapes in Indonesia can still be expanded and developed by collecting more extensive data and emphasizing the importance of global languages such as English for enhancing international communication and governmental support in public sign policy. Additionally, applying Geosemiotics theory to analyze code preferences, inscriptions, and placements in linguistic grammar offers significant innovation in landscape linguistics, contributing to the development of both English and Indonesian languages. Research on the linguistic landscape in Indonesia and elsewhere points to the need for broader and in-depth data on customer experience and their perceptions of authenticity and status based on language use in public spaces. In addition, there are opportunities to apply Geosemiotic theory in analysing code preferences, inscriptions, and placement in linguistic grammar, which can provide new and innovative insights into the development of English and Indonesian.

Furthermore, the researchers emphatically raise this case through an ethnographic approach, which is a concept of introducing qualitative research aiming to understand an industrial case more deeply [10]. In this context, ethnography reviews the revitalization and rejuvenation of multilingualism in train industry services through a linguistic landscape assessment. The revitalization and rejuvenation of multilingualism in train industry services are efforts to enhance service and customer experience through more inclusive language use for diverse ethnic and language backgrounds. Linguistic landscape assessment in ethnography will focus on written grammar in public transportation environments, especially trains. It includes an analysis of grammar in station announcements, signs inside trains, and interactions between train staff and passengers.

In this study, it is essential to involve various parties, such as train staff, passengers, and language experts. A more comprehensive and holistic understanding of multilingual use in train industry services will be created by involving them. The result of the linguistic landscape assessment, according to Blackwood & Lynch [11], in this ethnography, can provide recommendations related to more inclusive and effective multilingual use in train industry services for customers from various ethnic and language backgrounds. These recommendations may include improving station announcements, adding signs to assist passengers, and enhancing training for train staff interacting with customers from diverse language and ethnic backgrounds. Therefore, ethnography focusing on the linguistic landscape assessment can provide a more holistic and profound picture of the revitalization and rejuvenation of multilingualism in train industry services. It can improve service and customer experience and promote equality and inclusiveness in public transportation services.

This research will analyze linguistic data and translation terms in public transportation services. Subsequently, the research questions in detail regarding the assessment of the accuracy and acceptability of the lexicon translation to rejuvenate diction in train industry services through a linguistic landscape assessment; and the role of the linguistic landscape in providing lexicon policy recommendations for train industry services. The objectives of this study, as defined by the research questions, are to evaluate the quality of translation (specifically the accuracy in refreshing diction and the acceptability in revitalizing language), and to assess the linguistic landscape (in terms of language policy, multilingual lexicon, and train transportation services)

2. Method

This study applied qualitative methods with a descriptive approach, namely problem-solving procedures by explaining the state of the research object based on facts that appear as they are [12]. With the presentation of practical phenomena of certain fields in the form of a translation displayed of the industrial sector. Researchers investigated in applied linguistics the translation of products of these practical phenomena through the study of landscape linguistics. The research location in landscape linguistic studies was focused on Regional I of the Special Capital Region (DKI) Jakarta with written semiotic references at the KRL Transit Station, namely Manggarai Station located at H7 Jl. North Manggarai, Tebet, South Jakarta; Sudirman Station located Jl. Kendall No. 1, Menteng, Central Jakarta; Juanda Station located in Pasar Baru, Sawah Besar, Central Jakarta; and While MRT route station is Blok M BCA Station Located in Kramat Pela, Kebayoran Baru, South Jakarta City, Jakarta. The selection of research sites was based on purposive sampling, which referred to a group of non-probability sampling techniques where the location was chosen because it had the characteristics that researchers need in strategic sampling [13]. Researchers applied purpose sampling because the selected data was sourced from the study's purpose, namely the revitalization and rejuvenation of multilingual train transportation services.

The data in this study focused and anchored on corpus and lexicon data written and spoken in information signs at stations and in KRL and MRT. Collecting data that examines documents and archives is content analysis because it explores the content of written or printed information in mass media [14]. Data collection in this study was carried out by finding appropriate data among access to written information. This lexicon search can be done by categorizing in the context of rejuvenation and revitalizing content. The analysis of information in this study data follows the review of Siyoto and Sodik [15], namely a series of activities to review, group, systematize, interpret, and verify data so that a phenomenon has social, academic, and scientific value. Activities in research data analysis are: grouping data based on diction, tabulating data, presenting data, calculating translation quality and calculating assessment for validity tests lexically by comparative, then concluding according to the problem formulation to obtain accuracy, acceptance, and language policy to rejuvenate diction and revitalize the language by the rater of linguistics and translation studies experts by doing focus group discussion.

3. Results and Discussion

In an era where globalization and technological advancements continue redefining communication boundaries, the significance of translation in various sectors, including the railway industry, cannot be overlooked. Ensuring both the accuracy and acceptability of translations within this context is paramount. Accuracy focuses on the equivalence between the source and target language, while acceptability deals with how the translation aligns with the cultural and grammatical norms of the target language. These aspects are integral to effective communication and can profoundly affect the industry's operations, user experience, and public perception. This research aims to provide an in-depth analysis of these critical facets of translation, evaluated by studying linguistic landscapes. It explores the potential role of landscape linguistics in shaping lexicon policy recommendations for the railway industry's services. The ensuing discussion will delve into the intricacies of these concepts, shedding light on their role in rejuvenating diction and revitalizing language within the railway industry, a subject that resonates with broader societal and cultural dynamics.

3.1. Assessment of the accuracy and acceptability of the lexicon translation to rejuvenate diction in train industry services through a linguistic landscape

Accuracy is a term used in translation evaluation to determine whether the source and target language texts are equivalent. This concept of equivalence refers to the similarity in content or message between the two texts. A piece of writing may be classified as a translation if it conveys the same meaning or message as another text (specifically, the source language text). In a wider context, reductions or additions to word equivalence can lead to serious consequences for readers who rely on a translated work, especially in high-risk translated texts like those in the industrial sector, which is a current hot topic. This aspect is applied to answer the first research question concerning evaluating translation accuracy to revitalize diction in railway industry services by examining linguistic landscapes.

Table 1. Scale and information of accuracy instrument (Adapted from [16]).

Level of Accuracy	Score	Qualitative Parameter
Accurate	3	The meaning from the source language is accurately translated into the target language, with no distortion of meaning whatsoever.
Less Accurate	2	Most of the source language meaning is translated accurately into the target language, but distortions impair the message's coherence.
Inaccurate	1	The meaning of the source language needs to be more accurately translated into the target language or omitted altogether.

Table 1 demonstrates the scale and information of accuracy instrument from Nababan et al [16] by the qualification of each level, score, and qualitative parameters. Following the evaluation, the number of data sources is 138 to be validated within a focus group discussion, resulting in the 38 data to be further analyzed. The chosen data is filtered following the translation technique used by Reference [17] and [18]; they have basic characteristics: affecting the result of the translation, classified by comparison with the source text, affecting micro-units of text, nature discursive and contextual, and functional-based. The 38-accuracy data is categorized into 17 (44.8%) accurate, 20 (52.6%) less accurate, and 1 (2.6%) inaccurate. Each accuracy level is displayed one data to demonstrate the analysis.

a. Accurate

Located in KRL Manggarai Station, there is a written information board in Indonesian “Tujuan” and translated into English “Bound for”. The lexicon “Tujuan” in Indonesian is a noun that means “destination” or “objective/purpose.” When used in the context of travel, it refers to the destination or place where one is headed. While, the term “Bound for” in English is a phrase indicating direction or destination, e.g., “The ship is bound for New York.” It denotes that someone or something is on its way to a specific location. The translation seems to use a mix of techniques. They are Transposition as it shifts from a noun in the source text to a preposition (bound) + preposition (for) in the target text, and Modulation as it changes the perspective from simply “destination” in the source text to “on the way to a specific destination” in the target text. Following the stated parameters, it is assigned by a score of 3 (accurate). While “Bound for” is a bit more verbose than “Tujuan,” it captures the idea of heading towards a destination accurately without any distortion of meaning. In context, if the source text said “Tujuan Bogor” translating it as “Bound for Bogor” would be completely accurate.

Rejuvenating diction in train industry services through a linguistic landscape is paramount for effective communication, especially in the globalized era. Central to this rejuvenation is the standardization of translation techniques. Recognizing and consistently applying techniques, such as Transposition and Modulation, across signs and information boards will ensure a coherent and universally understandable linguistic landscape. Moreover, it is not just about words but their global comprehensibility. While “Bound for” resonates with English speakers, it is essential to select terms universally comprehensible, even to those with only a foundational grasp of the language. To supplement this, incorporating visual aids, like universally recognized symbols or icons, can enhance clarity. For instance, an arrow indicating the direction can provide immediate context to terms like “Bound for.”

The train industry must also be adaptive. Simplicity might be the key when trains cater to multiple destinations. Opting for terms like “To Bogor” instead of “Bound for Bogor” can expedite comprehension during quick glances. Nevertheless, a proactive approach to feedback is crucial beyond the signs themselves. Installing feedback systems near key signages allows domestic and international passengers to voice their perspectives on the clarity and understandability of the diction. This feedback and regular reviews by linguistic experts ensure that the linguistic landscape remains fresh, relevant, and user-centric.

Furthermore, recognizing the vast cultural diversity of passengers, the linguistic landscape should be crafted with sensitivity, ensuring translations not only convey the right message but also resonate with cultural sentiments. Integrating technology like QR codes can be invaluable as we move deeper into the digital age. Passengers can scan and access translations in a multitude of languages, further ensuring that the rejuvenated linguistic landscape caters to all, enhancing their travel experience and fostering inclusivity in public transportation services.

b. Less accurate

Located in KRL Juanda Station, there is a written information board in Indonesian “*Ojek Daring*” and translated into English “Motorcycle Taxi”. The term “*Ojek*” in Indonesian refers to a motorcycle taxi, which is a service where passengers can ride pillion on a motorcycle for a fare; and “*Daring*” is a borrowed word in Indonesian from English’s “online”, meaning it pertains to services that are accessible or bookable online, e.g., through apps. It seems to employ a combination of Literal Translation for “*Ojek*” and Reduction for “*Daring*”, since the online nature of the service is not represented in the target text. Given the omission of the “online” aspect, the translation can be considered slightly lacking in capturing the full essence of the source text. On our previously defined scale, it would score a 2 (less accurate) because the translation does not convey the online nature of the “*Ojek Daring*”, even if the core concept of a motorcycle-based transportation service is intact.

Rejuvenating the diction within train industry services, especially when dealing with contemporary terms influenced by technology, necessitates a deep understanding of both the source and target languages. A pertinent example is found at KRL Juanda Station with the translation of the term “*Ojek Daring*” into “Motorcycle Taxi”. While the essence of ‘*Ojek*’ as a motorcycle taxi is aptly captured, the omission of the ‘online’ dimension—implicit in ‘*Daring*’—indicates an oversight. It underscores the importance of capturing literal meanings and the nuances and contemporary connotations that come with certain terms, especially in our digital age.

An effective linguistic landscape, therefore, should bridge these nuances, ensuring passengers fully understand the services on offer. To achieve this rejuvenation, first and foremost, translations should be periodically updated to reflect current terminologies. For “*Ojek Daring*”, a more appropriate translation might be “Online Motorcycle Taxi” or “App-based Motorcycle Taxi”, to cover the tech-savvy aspect of the service. Secondly, incorporating visual cues can be immensely beneficial. For instance, an icon of a smartphone or a commonly recognized app logo next to the text can visually communicate the ‘online’ aspect of the service, aiding in instantaneous comprehension. Lastly, involving feedback from a diverse user base and linguistic experts can ensure the linguistic landscape remains vibrant, up-to-date, and resonates with the ever-evolving lexicon of modern society, thus elevating the passenger experience to a new paradigm.

c. Inaccurate

Located in MRT Blok M BCA Station, there is a written information board in Indonesian “Dilarang menaruh benda apapun di depan pintu” and translated into English “Do not lean any object on screen”. The technique employed here can be identified as Adaptation. Adaptation is used when something specific to one culture or situation in the source language is expressed in a completely different way that is familiar or appropriate to the target language culture. In this translation, there is a significant change where “in front of the door” becomes “on screen.” This represents a shift from a very specific scenario to a more generic or perhaps different one. The translation fails to convey the primary message from the source text, which is about not placing any objects in front of a door. The English translation refers to leaning objects on a screen, which is a different context altogether. The translation does not accurately reflect the content and intent of the original message. The key elements of the source text (pertaining to the door and the act of placing objects) are lost or misrepresented in the target text. It produces an inaccurate level with score 1 (one).

The task of rejuvenating diction within the realm of train industry services demands acute attention to detail, especially concerning safety and clarity for passengers. The case at MRT Blok M BCA Station exemplifies this need. The translation of the information board, which reads in Indonesian, “*Dilarang menaruh benda apapun di depan pintu*” but is rendered in English as “Do not lean any object on screen” highlights the pitfalls of inaccurate translation. The shift from the specific reference to “the door” to the more ambiguous term “screen” creates confusion and possibly jeopardizes safety. It is imperative to prioritize clarity and directness to rejuvenate diction in such a critical setting. Translators should be well-versed in both the linguistic nuances and the practical contexts of train services. A more accurate translation, like “Do not place any objects in front of the door,” would ensure that the essence and intent of the original message are retained. Periodic reviews and feedback loops involving frequent passengers and linguistic experts should be established. Such collaboration ensures that translations remain linguistically accurate and contextually relevant. Through these methods, the linguistic landscape of train stations can be made more efficient, enhancing both communication and safety for all passengers.

Furthermore, the term “acceptability” pertains to whether a translation has been articulated following the target language’s rules, norms, and culture. Acceptability is synonymous with conventionality or naturalness, focusing on the extent to which a translation complies with the target language’s grammatical and cultural rules. This concept becomes vital as even an accurate translation in terms of content or message can be rejected by the target audience if its expression is at odds with the rules, norms, and culture of the target language. This aspect addresses the further first research question concerning evaluating translation acceptability for language revitalization in railway industry services, explored through linguistic landscape studies.

Table 2. Scale and information of acceptability instrument (Adapted from [16]).

Level of Acceptability	Score	Qualitative Parameter
Acceptable	3	The translation feels natural, with technical terms familiar to readers and in compliance with the rules of the Indonesian language.
Less Acceptable	2	Generally, the translation feels natural; however, minor grammatical errors exist.
Unacceptable	1	The translation feels unnatural or appears as a translated work, with technical terms unfamiliar to readers and not adhering to the rules of the Indonesian language.

Table 2 demonstrates the scale and information of accuracy instrument from Nababan et al [16] by the qualification of each level, score, and qualitative parameters. Following the 38 chosen data, the acceptability data is categorized into 19 (50%) acceptable, 17 (44.7%) less acceptable, and 2 (5.3%) unacceptable. Each acceptability level is displayed one data to demonstrate the analysis.

d. Acceptable

Located in MRT Blok M BCA Station, there is a written information board in Indonesian “*Kereta khusus wanita pada jam sibuk*” and translated into English “Women-only car during peak hour”. The term “*Kereta*” translates directly to “train” or “car” (in the context of train compartments), “*khusus wanita*” translates to “only for women” or “women-only”, “*pada jam sibuk*” translates to “during busy hours” or “during peak hours”. The English version, “Women-only car during peak hour”, successfully captures the primary message of the source text, but with a minor nuance. The word “hour” is singular, while the Indonesian phrase might imply a range of hours. The choice of the singular “hour” might not convey the idea of a range of busy hours but it is still a common expression in English. This translation applies the Equivalence technique. Most of the components in the sentence have been translated directly from the source to the target text, maintaining the original message. The translation is deemed acceptable with a score of 3. The English translation successfully conveys the intended message from the Indonesian source text and feels natural to an English speaker.

To rejuvenate diction in train industry services through a linguistic landscape, it is essential to delve deep into the intricacies of both the source and target languages, as highlighted by the example from MRT Blok M BCA Station. The translated sign “Women-only car during peak hour” efficiently conveys the original Indonesian message “*Kereta khusus wanita pada jam sibuk*.” However, further refinement could optimize clarity and cultural nuance. For instance, considering English's flexibility and to address the minor nuance of the time range, the phrase could be revised to “Women-only car during peak hours.” Such subtle enhancements in diction can offer a clearer understanding and resonate better with both locals familiar with the service and international travellers who rely on these translations. Collaboration with linguistic experts and frequent passengers can further enhance these translations, ensuring they are clear, accurate, and culturally sensitive. When applied consistently across all translations in the train industry, this approach can result in a linguistically cohesive and user-friendly environment, aligning seamlessly with global standards and local cultural contexts.

e. Less acceptable

Located in KRL Sudirman Station, there is spoken information in Indonesian “*Hati-hati Tangan Terjepit*” and translated into English “Mind Your Hand”. The term “*Hati-hati*” translates to “Be careful,” and “*Tangan Terjepit*” indicates the possibility of the hand getting pinched or caught. “Mind Your Hand” is a shorter and more concise way to convey the warning in English. While it does not give the exact reason for the caution (i.e., the hand getting pinched), it does suggest that one should be careful with their hand, which might be understood in context, especially if this is placed near doors, machinery, or other areas where such accidents could occur. This translation seems to lean towards Concentration combined with Equivalence. The Indonesian phrase “*Hati-hati Tangan Terjepit*” literally translates to “Be careful, your hand might get pinched”. The English phrase “Mind Your Hand” condenses this message and provides an equivalent warning. The translation “Mind Your Hand” is succinct and conveys the general warning. However, it might lack the specificity that the original message contains about the danger of the hand getting pinched. The translation “Mind Your Hand” for “*Hati-hati Tangan Terjepit*” is deemed less acceptable with a score of 2. While the translation provides a general warning, it lacks the explicit caution about the potential for the hand to get pinched or caught, which is present in the original Indonesian phrase. A more direct translation like “Be Careful of Pinching Your Hand” or “Watch Out for Hand Pinching” might provide a clearer warning.

The linguistic landscape of KRL Sudirman Station, as evidenced by the translation of “*Hati-hati Tangan Terjepit*” to “Mind Your Hand,” underlines the importance of precision and cultural nuance in public transport messages. It is crucial to merge brevity with clarity to rejuvenate diction in train industry services. While “Mind Your Hand” serves as a concise warning, it omits the specific danger highlighted in the original Indonesian message: the risk of a hand getting pinched. Therefore, it is essential to enhance translations by retaining their succinct nature yet ensuring they provide clear, unambiguous warnings. For instance, a revised translation like “Watch Out for Hand Pinching” retains brevity and captures the explicit caution from the original phrase. Such specificity makes the warning more effective and helps bridge potential misunderstanding gaps for diverse users of the train service. Collaborating with linguistic experts and using commuter feedback can further tailor these translations. Adopting this approach can lead to a linguistic landscape in the train industry that is both globally comprehensible and locally contextual, ensuring safety and clarity in communication for all passengers.

f. Unacceptable

Located in KRL Manggarai Station, there is written information in Indonesian “*Difabel*” and translated into English “Physically Handicapped”. The term “*Difabel*” is derived from “*Disabilitas*” which generally refers to “Disability”. It does not strictly or only refer to physical disability, but can be understood more broadly. “*Difabel*” is a term that generally means “persons with disabilities”. The term itself does not specify what kind of disability, so it could be physical, intellectual, sensory, etc. While, “Physically Handicapped” specifically narrows down the disability to a physical one, hence the general term “*Difabel*” is translated into a more specific term in English. The translation “Physically Handicapped” limits the broader sense of “*Difabel*” to a specific type of disability. Moreover, as mentioned previously, “handicapped” is an outdated term in modern English usage related to disabilities and may be considered insensitive. The translation uses the technique of Particularization. It involves translating a more general term in the source language with a more specific term in the target language. It is indeed deemed unacceptable with a score of 1. The term generalizes the meaning and narrows down its scope while also employing outdated terminology.

The linguistic analysis from KRL Manggarai Station's translation of “*Difabel*” to “Physically Handicapped” accentuates the necessity for a more modern and inclusive approach to language use in the train industry's communication. Rejuvenating diction in this sector requires adopting terms that resonate with both the global drive for inclusivity and the accurate conveyance of information. The broad sense of “*Difabel*,” which encompasses all types of disabilities, has been unjustly narrowed down in the translation, creating potential misinterpretations and misrepresentations. Moreover, the term “handicapped” has antiquated connotations that might be perceived as insensitive in contemporary contexts. To refresh the linguistic landscape, train industry services should prioritize terms like “Persons with Disabilities” or “Individuals with Disabilities” as these are both inclusive and universally recognized. Collaboration with disability advocacy groups, linguistic experts, and feedback collection from diverse users can guide such improvements. The goal should be to establish a lexicon that is accurate, compassionate, and in line with current sociolinguistic norms. Such an approach ensures the correct conveyance of information and fosters a more inclusive and welcoming environment for all passengers.

3.2. Role of the linguistic landscape in providing lexicon policy recommendations for train industry services

The study of landscape linguistics is an interdisciplinary field that incorporates language, culture, geography, architecture, and art to analyze the relationship between language and the visible physical environment, as manifested in written and spoken texts on signs in public spaces. It aims to comprehend the utilization of language and cultural identity within a more expansive geographical and social context. According to Blommaert & Backus [19], landscape linguistics entails the analysis of codes, inscriptions, and placement within the linguistic structure of a city or nation. Codes are the languages employed in public space signs, while inscriptions describe how text is presented on those signs. Placement pertains to the location and context of these signs, referencing language policies, multilingual lexicons, and railway transportation services. Spolsky [20] posits that the study of linguistic landscapes, especially within public transportation areas, can assist in understanding the role of language in public settings and how it is utilized to enable social interaction among public transport users. Additionally, an exploration of linguistic landscapes can furnish insights into how public transportation users interpret and respond to language usage on signboards and announcements. This facet is instrumental in addressing the second research question about the role of landscape linguistics in offering lexicon policy recommendations for the railway industry's services.

The linguistic landscape in public transportation, especially train services, plays a critical role in ensuring the efficiency and effectiveness of communication between the service provider and the passengers. The recent translation analysis of signage at various train stations provides a comprehensive understanding of how linguistic techniques impact the communication clarity and acceptability. This study serves as a foundation for lexicon policy recommendations for the train industry services as follows:

a. Key observations from the analysis

In the realm of public transportation signage, the intricacies of translation are paramount. The data highlights the impressive diversity of translation techniques employed, encompassing everything from literal and equivalence to more nuanced methods such as adaptation and modulation. However, it is crucial to note that accuracy in translation only sometimes equates to its acceptability. A case in point is the term “*Difabel*.” While its translation as “Physically Handicapped” may be technically accurate, it falls short in terms of acceptability, underlining the importance of sensitivity in linguistic choices. Furthermore, the value of context in translation is undeniable. For instance, the term “*Ojek Daring*”, when viewed through a localized lens, is appropriately translated as “Motorcycle Taxi”. It emphasizes the pressing need for translators to be deeply attuned to local nuances and cultural contexts.

b. Lexicon policy recommendations

It is imperative to adopt a systematic approach to foster an inclusive and comprehensible linguistic landscape in train station facilities. Firstly, establishing a standardized lexicon for all station communications is paramount, ensuring uniformity and ease of understanding for both local and international commuters. Nevertheless, accuracy should not overshadow acceptability. As seen with the translation of "Difabel," terms that resonate culturally and contextually are pivotal. It highlights the need for embracing local nuances and underscores the importance of avoiding direct translations that may need to be revised. Universal symbols complement this strategy, acting as universally understood markers, especially for vital communications.

Moving forward, a proactive stance should encompass regular audits of the prevailing linguistic framework, with feedback mechanisms aimed at capturing the perspectives of a diverse passenger base. This iterative feedback loop can lead to a continuously refined lexicon. Additionally, the empowerment of station staff through dedicated training sessions will ensure that all linguistic implementations are contextually apt. Crucially, this entire endeavor should be underpinned by a commitment to inclusion and sensitivity. Any language choices, especially concerning specific demographic groups, should be approached carefully, avoiding over-generalizations and ensuring that every word reflects respect for all passengers.

4. Conclusions

The translation assessment of signs from various stations reveals that 44.8% are accurately translated, but 52.6% are deemed less accurate and 2.6% are inaccurate, averaging a score of 2.42, indicating an overall "less accurate" translation. In terms of acceptability, 50% of the translations are acceptable, while 44.7% are less acceptable and 5.3% are unacceptable, resulting in an average score of 2.44, categorizing the translations as "less acceptable". The train stations' translations demonstrate varying levels of clarity and cultural sensitivity. To ensure clear and respectful communication in train stations, linguistic acceptability and cultural inclusivity, informed by expert collaboration and feedback, are essential. For seamless travel, train services must prioritize linguistic precision, cultural relevancy, and timely updates. The role of the linguistic landscape in providing lexicon policy recommendations for train industry services offers valuable insights into the relationship between language and the physical environment, particularly in public transportation. The translation analysis of train station signage underscores the importance of both accuracy and cultural sensitivity in communication. To create an inclusive and effective linguistic landscape in train services, a blend of standardization, cultural nuance, and regular feedback is crucial. Revitalizing and rejuvenating multilingualism in railway transportation services is not just about translating signs but ensuring that these translations are accurate, clear, culturally sensitive, and cater to the diverse linguistic community. Through a detailed linguistic landscape analysis, railway services can offer a more inclusive and accessible experience for all.

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