

Compositional Meanings of the New Normal Protocol Signs: A Case Study at Sanur Port, Bali

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ABSTRACT

This study aims at identifying the types of new normal protocol signs placed at Sanur Port, Denpasar City, Bali Province, and analyzing the compositional meanings of the signs based on the linguistic landscape approach. The outdoor public signs at Sanur Port, Denpasar City, Bali-Indonesia were the source of data in this study. All types of outdoor signs were taken in a specific given territory marked by two gates of entrances to access Sanur Port, the Northern gate on Matahari Terbit Street and the Southern gate on Hangtuah Street. The public signs were collected by the documentation method. The photos were taken in November 2021 by the researchers. The data in this study were analyzed qualitatively based on the multimodal approach, specifically the compositional meanings since the new normal protocol signs were possibly viewed from the social semiotic visual displays. The information value, framing, and salience are the parts of the analysis. The results show that there were nineteen outdoor signs related to health protocols in the new normal situation placed at the Sanur Port area categorized into two types, they are the government and private signs with the dominant language used was Indonesian. The government public signs were dominantly placed around the area of the Southern Gate. It was related to the social condition in which a long time ago that Gate was the main entrance to enter Sanur Beach, and the ticketing desks were placed nearby the Southern Gate, despite the fact that the parking lots are larger in the Northern Gate area. Two private signs were permitted to be placed at the Sanur Port, even though there were only four locations as the placement of the wash basin with the verbal messages. It is considered that they had the permission from the authority of Sanur Port and Sanur Village as they gave contribution to the village.

KEYWORDS

New Normal; COVID-19; protocol signs; Sanur Port compositional meanings

INTRODUCTION

The term 'New Normal' has been used to refer to a situation on how people commute, interact with others, manage tasks, and maintain health and safety in places especially since the outbreak of the COVID-19. In this situation, many companies have struggled to maintain their business due to the economic loss they experienced during the lockdown. The weakening of the money cycle, increasing unemployment, goods supply drop, and consumer change behavior are the instances of the economic loss in Indonesia (Sholahuddin et al., 2021). Besides that, the pandemic has also impacted people's lives in the social and educational fields (Harisman et al., 2021). A lot of efforts have been made by government and private companies to pursue economic stability. On the one hand,

during the new normal era started from the mid-year of 2020, the spread of new variants of coronavirus still exists, therefore, not all the outdoor activities were allowed, and on the other hand, companies needed to run their business, people need to do some outdoor activities such as work from office, deliver goods from one place to the other place, and the fact that some of them who already get bored staying at home, desperately need to entertain themselves outside of the house. In order to support the economic stability in Indonesia, the government released a policy No. HK.01.07/MENKES/382/2020 regarding the health protocol in public places (The Ministry of Health, Indonesia, 2020). Its purpose is to allow some people to do outdoor activities, yet they must obey the strict health protocol rules. The provisions include guidelines for socialization, monitoring, prevention, and control of COVID-19 (Zainuddin, 2021). One of the implementations to support this policy was through the placement of health protocol signs in public places.

During the New Normal era, it is common to see many instructions related to health protocol given by government, private sector, or communities in public areas in the form of visual signs, as well as written and spoken verbal signs. Those signs are made in order to be obeyed by people who do activities outside to prevent the spread of the virus. A study by (Mulyawan & Artawa, 2021) indicates that the presence of signs as the new normal protocol taking a specific sample in Rabasta Hotel, Kuta-Bali as one of the famous tourist sites in Bali, were intended to provide health and safety precautions to all guests and employees in preventing the spread of the coronavirus. They contained ideal and real information value as it was mandated by the regulation in various text displays and colorful images in which the framing of the signs focuses on either linear or nonlinear composition. From the relationship between signs and their meanings in that Hotel, it showed that the tourism industry in Kuta was ready to adapt the new normal protocol in preventing the spread of the coronavirus in the mid-year of 2020.

Another study related to the strategies of developing tourism in the new normal era taking a case study at one of the famous tourism sites in Bali, namely Tirta Empul Temple has been conducted by (Agustina & Yudhistira 2021). They state that in the new normal era, a lot of people began to take short, cost-effective trips, and were likely to seek pleasure to reduce boredom and stress during lockdowns. One of the tourism programs at that time was called Wellness Tourism. The goal of this current trend was to stimulate public interest in travel as one of the ways to revive Bali Province's passion for tourism. Tirta Empul Temple has the potential to promote wellness tourism as a wellness tourist attraction because it is one of the tourist attractions. In their study, internal and external factors were analyzed using the SWOT method of analysis. The findings demonstrated that the Grand Strategy obtained in this study was the S-O (Strength-Opportunity) for Tirta Empul to grow as a Wellness Tourist Attraction in the new normal era. In addition, Tirta Empul has been revitalized and reopened to its current new life order due to the implementation of good health protocols through the board signs with visual signs and verbal signs written in Indonesian and its English version around the entrance of the temple, supported by the wellness tourism trend. There is strong coordination between the regional government and the local traditional village, which are the managers of Tirta Empul, to facilitate the growth of wellness tourism.

Multimodality perspective is relevant to the examine signs in public places consisting representational meaning, interactive meaning, and compositional meaning (Kress & Leeuwen, 2006). Representational meaning refers to depiction of abstract or concrete participants, in this case people, places or things. It is the description of the functions of visual syntactic patterns which is composed into kinds, narrative and conceptual representations. Interactional meaning means that there will be an interaction between

people who see images and their reactions. There are three key roles in interaction, those are contact, distance, and also point of view. Images can show what the so called 'demand' and 'offer' from the facial expression of participants on such an image. Distance shows the relationship between participants in the image. Viewers can see who is in an image and what the relationship represents. Point of view emphasizes on the angle and from which side a picture is captured. Compositional meaning (Kress & Leeuwen, 2006); (Iye, et.al, 2023) is the social semiotic visual analysis that comprises three resources namely information value, framing, and salience.

Jaworski & Thurlow (2010) emphasize the significance of signs and symbols in meaning communication and sheds light on how language choices affect the semiotics of public areas by highlighting the semiotic character of language landscapes. A multimodal perspective is added to linguistic landscape theory by Bezemer & Kress (2016) focusing on the visual semiotics of linguistic landscapes, exploring the ways in which various communication modalities—such as typography and images—interact to convey meaning in public settings. Multimodality in Linguistic Landscape has been applied in various research on the public signs, i.e. the multimodal discourse analysis of commercials to examine the linguistic landscape of real estate advertising in Batu City, Indonesia (Anggeria et al., 2018), the research focuses on typographical features and multimodal relationships with images from urban streets in Jordanian City (Al-Naimat & Saidat, 2019), the study of English functions in Hat Yai, Thailand's linguistic environment (Vivas-Peraza, 2020), the effectiveness of words and images in demonstrations, using the 2019 Women's March MY in Kuala Lumpur (Bahrudin & Bakar, 2022), and the multimodal discourse analysis in Pudong International Airport, Shanghai (Li & Yang, 2023). This shows that the importance of multimodality in Linguistic Landscape analysis is becoming more widely acknowledged. The inclusion of multimodality enables a more thorough understanding of the complex ways in which meaning is conveyed in public environments.

Signs can show something about what is going on in a certain place. The new normal protocol signs found and analyzed by (Mulyawan & Artawa, 2021) and Agustina & Yudhistira (2021) indicate the strong support for economic stability of tourism especially in Bali since the economy of this island relies on the tourism sector. Besides hotels and tourism sites, the new normal protocol signs in public places can also be found in Sanur Port/Harbour. Sanur which is located in Denpasar City is also another famous place in Bali besides Kuta which is located in Badung Regency. There is a port in Sanur area, that is actually a beach that is used for fast or speed boat port. This port provides fast boats for people who want to visit Nusa Penida and Nusa Lembongan Islands apart from Bali Island, yet still belong to Klungkung Regency, Bali. Those islands still become the domestic and foreign tourist destinations even during the new normal situation, even though the number of visitors was not as many as before the outbreak of COVID-19. As a public place, where there are interactions between food vendors, ticketing staff, domestic and foreign tourists, people with family and friends who go there for sightseeing and people who do exercises like walking and cycling, Sanur Port area is considered as a busy place where people have business and there exist economic transactions. The public signs, especially those that are related with the new protocols must have been placed there by stakeholders for specific purposes like to show the dichotomy of the public signs either top-down or bottom-up (Ben-Rafael et al., 2006). The purpose of this study is to fill the gap by providing a diversity of interactional meanings of public signs at the Sanur Port that had not been investigated yet. Hence, there are two research questions formulated in this study: what are the types of new normal protocol signs placed at Sanur Port, Denpasar City, Bali Province and how are the compositional meanings of the new normal protocol signs formulated?

RESEARCH METHODS

Research Location



(Source: <https://sindonesia.com/peta-bali/>)

The location of research was in Sanur Port, Denpasar City, Bali Province, Indonesia. It is in the Southern Part of Bali. This port used to be accessed from one main entrance, that is the Northern Part of Sanur Beach. This beach used to be a landing point for the Dutch invasion army in 1906, then it became the entry point for the Japanese Army landing to colonize Bali Island during World War II, and since then it developed into a port (Mandi, 2017). There used to be traditional ships as the means of transportation for local people in Bali to cross to Nusa Penida District, Klungkung Regency which consists of three offshore islands namely Nusa Penida, Nusa Lembongan and Nusa Ceningan Islands. It used to take two to three hours to cross the sea using traditional boats, however, as the technology develops for sea transportation, there are many fast or speed boats available and it only takes around sixty minutes to visit Nusa Penida Islands. Recently, this Port can be accessed from another entrance, that is on the Southern part of Sanur Beach.

Data source

The outdoor public signs at Sanur Port, Denpasar City, Bali-Indonesia were the source of data in this study. All types of outdoor signs are taken in a specific given territory marked by two gates of entrances to access Sanur Port, the Northern gate on Matahari Terbit Street and the Southern gate on Hangtuah Street. This location was chosen because it is a busy area where people usually buy speed boat tickets to go to and arrive from Nusa Penida Island. During the COVID-19, this Port was not as busy as usual and even the government stopped the boat operation for a certain time, however, when the new normal situation began, there were some people who used that transportation again. In that situation, there were outdoor public signs placed. It was interesting to figure out the representation of those signs.

Data collection

The public signs were collected by the documentation method. Since there are many public signs, photographed and collected protocol signs were any forms like banners, boards, wall stickers, including wash basins showing both the visual and verbal signs. The photos were taken in November 2021 by the researchers. There were more than 150 outdoor signs found in Sanur Port, however, those related to the new normal protocol signs were 19.

Data analysis

The data in this study were analyzed qualitatively based on the multimodal approach (Kress & Leeuwen, 2006). This data in this study were analyzed based on the

compositional meanings because the new normal protocol signs were possibly viewed from the social semiotic visual displays. The information value, framing, and salience are the parts of the analysis. The narrative patterns relate participants on what they do and what is happening as the representation meaning as well as the interaction between people who see images and their reaction as the parts of the interactional meaning are not the point of discussion. This is due to the study did not involve the informants and participants to obtain the information reactions from them. The results of this research are expected to provide fruitful information on the compositional meanings of the outdoor new signs in a given area that is Sanur Port during the beginning of the new normal situation.

Compositional meanings in multimodality

Compositional meaning (Kress & Leeuwen, 2006) is the social semiotic visual analysis that comprises three resources namely information value, framing, and salience. It is one of the three parts in multimodality that is related to the analysis of this study. Information value refers to the information placement of a composition whether the position is on the left-right ('given-new' structure) or top-bottom ('ideal-real' information). The 'left' side of the structure or 'given' structure is the familiar or already known information, the 'right' ('new') one is the recent information 'at the issue'. The 'top' structure ('ideal') shows the salience, and the 'bottom' ('real') one shows the practical or sensible information. The center position of writing shows 'marginal' elements. Framing refers to a composition element that connects or disconnects elements that can be shown from the use of thick or thin font, the space given, color contrasts. In other words, the connect or disconnect elements indicate the representation and interaction of meaning through its linear/nonlinear framing. Salience is related to elements that are more eye-catching than others. It can be shown from the size images, color contrasts, and other elements.

RESULTS AND DISCUSSION

There are 19 public signs related to the new protocols at Sanur Port in a specific given territory marked by two gates of entrances, the Northern gate on Matahari Terbit Street and the Southern gate on Hangtuhah Street both marked by the Balinese traditional *Gapura* (gate). The southern gate (Figure 1) is usually used as the main entrance because it has been open to the public longer than the northern gate (Figure 2).



Figure 1. Southern Gate of Sanur Port **Figure 2.** Northern Gate of Sanur Port

The public signs that gain people's attention are placed in several positions by the local government of Bali as the regulation derived from Indonesia government, and by private land transportation called Gojek, and from the Rotary Club as the part of Rotary International, a public service organization that was first established in Chicago, 1905. The location of each sign is shown on the following map.

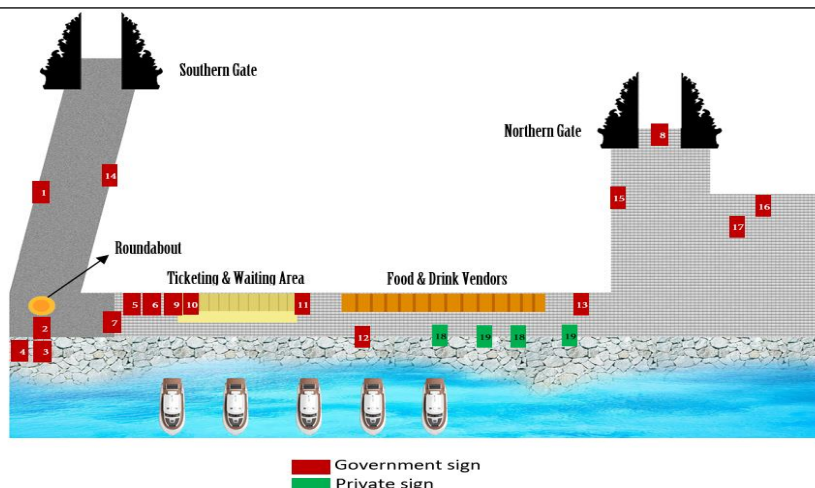


Figure 3. Map of the locations of public and private signs at Sanur Port

The nineteen public signs found were classified into two groups: government signs (red box) and private signs (green box). Sign 1 is a banner, sign 2 is attached on the big water tank with three wash basins, signs 3-8 are boards. Several government signs show the same data but placed in different places, such as sign 5 is the same as sign 6. Data sign 9 that consists of three wall stickers are placed in several places (see signs 10-14) but the number of stickers is sometimes different. Sign 15 is placed on the upper part of a wash basin. Signs 16 and 17 are in the form of banners. The remaining two signs (18 and 19) were two private signs: Gojek and Rotary Club that were respectively placed in two different places. The photographs of all the 19 signs can be seen on the following figures.

Public information signs provided by the government with and without collaboration with other institutions



Sign 1

From the Southern Gate of Sanur Port, the first banner is placed in the motorbike parking area between the Gate and roundabout. It is written mostly in Indonesian with several English terms and belongs to the government informative sign. The verbal signs are dominated compared to the visual signs. The top of the verbal sign shows the headline information that people who are in that area are entering the place that apply the new adaptation due to COVID-19 with the visual sign on the right side showing the picture of virus symbol. Under it, there is sub-headline information that people must do the health protocols to avoid the spread of the COVID-19 virus consisting of five rules: 1) must wear a mask, 2) social distancing, 3) physical distancing minimum 1,5 M, 4) do a clean and healthy lifestyle, always wash hands before and after doing activities with soap and wash them with water from a tap. There are five pictures on the right side, from the top to bottom showing: wearing a mask, washing hands with soap, washing hands using water from a tap, physical distancing, and being aware of touching eyes, nose and mouth. The last verbal sign at the bottom of the banner written in all capital letters and between two

hashtags shows that the banner is made by the Security Team in Sanur Village for handling COVID-19.

An ideal and real information value is shown in this sign through the verbal texts and images displayed. The salience is denoted in the headline that people should be aware that they are entering a place with a new situation where there are interactions among people and can be a circumstance of the spread of the virus. In order to be safe, people must follow the health protocols. The information is framed in the linear composition using left alignment of margin.



Sign 2

The verbal signs attached on a semi-permanent huge water tank with the capacity of 800 liters that was built just after the new normal situation after the outbreak of the COVID-19. It is placed on the eastern part of the roundabout. It has other companion things like soap dispenser (two of them are broken), wash basin, and an electric hand dryer, each is in front of the tank, on the right and left sides. It also has the verbal signs in front of the tank as the headline with the information that literally says “WASH BASIN FOR AVOIDING CORONA (COVID-19), ONLY FOR WASHING HANDS, NOT FOR DRINKING”. There are two logos on the top right and left sides of the headline, and between the logo, there is the information referring to the logos that the water tank is provided by the Public Works and Spatial Arrangement Service, Denpasar City with Regional General Company of Water Supply, Bali. Besides that, below the headline as well as on the right and left sides of the tank, the same verbal information occurs saying “JUST FOR WASHING HANDS, NOT FOR WASHING FEET”. It is the information that people must not use the water for washing feet because sand usually covers people’s feet when they get off the speed boat and walk on sand.

The salient information is related to the supporting facility of the health protocol and it indicates that there are many people who visit Sanur Port daily, so that the local government provides a huge water tank for washing hands. The information is framed using the center alignment with linear composition.



Sign 3

When people walk to the east of the water tank, there exist three signs, the biggest and the tallest one is a welcoming salutation, in this case because it is not a new protocol sign, it is

not analysed in this part. The other two signs below it and on the right side are related to new protocol signs that will be analysed as seen on sign 3 and sign 4. There are three parts of verbal signs on sign 3. The headline is placed in the middle position with the biggest font size and it informed that Sanur area is open for public, maximum half of the normal capacity/visit a day, all people must do the right health protocols and use a mobile phone application named '*peduli lindungi*' (literally means 'care and protect') made the Indonesian government in order to check number of visitors who check in. On the top of the headline, it shows the regulation number of policies from the Mayor of Denpasar City. Below the headline, there is information about the involvement of the Sanur Village Unit, especially in the economic sector. The format is showing the linear composition with the centre alignment.



Sign 4

The information board (sign 4) is provided by the Government of Denpasar City in collaboration with the Denpasar City tourism promotion program with the jargon 'Denpasar, the heart of Bali' and the Indonesian tourism promotion program with the jargon 'Wonderful Indonesia' which is located at the top right of the board with their respective logos.

The text used on the board is in Indonesian and English, where the Indonesian texts are dominant. The English text is shown on the slogan 'the heart of Bali' as the slogan for the city of Denpasar, 'Wonderful Indonesia' as one of the slogans in tourism promotion, and also on the abbreviation of the CHSE abbreviation 'CLEANLINES, HEALTH, SAFETY, & ENVIRONMENT'. The rest of the texts are in Indonesian.

The information to be conveyed is that visitors of Sanur Port must follow the health protocol which is shown in four subjectless imperative clauses written in capital letters in Indonesian stating that they must have 1) body temperature checking, 2) hand washing, 3) wearing a mask, and 4) keeping their distance. The word 'must' is indicated by the words 'PASTIKAN' (make sure), and 'SELALU' (always) found in the additional related text under the four health protocols which are also written in capital letters but in a smaller font size. On the right side of each step there is a picture of how to do each health protocol.

The thing that wants to be highlighted on the information board as the salience is people or visitors must obey the four steps of the health protocol and the position of the board sign is for taking the attention of people who walk from the eastern area. The layout of the information on the four steps of the health protocol is written from left to right, then the steps are divided into 2 columns and the writing is sequentially from left to right and using the linear composition.



Sign 5



Sign 6

There are two same signs placed on the west of the ticketing area (the left picture) and on the north of the ticketing area (the right picture). There are two complex phrases differentiated by different colors, on the top of the sign is written in white “POSKO TERPADU PENGENDALIAN DAN OPERASIONAL ANGKUTAN LAUT” which means the coordination center for emergency situation of the Navy, and the next one is written in black “DALAM RANGKA TATANAN KEHIDUPAN BARU DI PELABUHAN SANUR” which means in the new normal life in Sanur Port. Under the verbal signs, there are nine logos of local governments in Denpasar City and Bali Province from left to right: Government of Denpasar City, Department of Transportation-Denpasar City, Port Authority and Harbormaster Office-Benoa Bali, Sanur Village Unit, Navigation District-Benoa Bali, Indonesian National Navy in Denpasar, Water and Air Police Corps, Public Health Service Bakti Husada Bali, and Denpasar Tourism Promotion. The salience of this information is that the Navy in Bali, supported by other governments and private institutions support the new normal situation in Sanur Port and has provided a center in the Sanur Port area. The information framing is in center alignment with linear composition.



Sign 7



Sign 8

The outdoor sign number 7 (the left picture) is in line with the sign number 8 (the right picture). It shows the barcode in the center of the sign to be scanned with a mobile phone application named ‘peduli lindungi’ to count the number of visitors who enter the Sanur Port from the South to the Northern entrance that is made by the Indonesian government. There are three same banners, one is placed near the sign seen on sign 5 (Southern area) and the other two are between the Northern gate (Figure 2). On the top of the sign there are four logos, from left to right: Ministry of Health, Republic of Indonesia, *Peduli Lindungi* Program (health mobile application), Sanur Village Unit, and Sanur Village. On the left side and bottom of the sign, there is a stamp logo of Sanur Village. The headline of the verbal sign is the phrase ‘Scan Disini’ (means scan here), below it the information written is before visitors can enter the beach and port, they must scan the QR code for the aim of contact tracing. The bottom verbal sign shows the information of the main entrance in Sanur Beach. The salience in this sign is that the national and local government want to do the contact tracing of people who enter that area from two gates. The data are framed in the center alignment with linear composition except for the stamp logo of Sanur Village that is considered an additional visual sign. There are the same signs that are usually placed in front of other public places in other areas but without the stamp logo like Sanur Village has.



Sign 9



Sign 10



Sign 11



Sign 12



Sign 13



Sign 14

Sign 9 shows three small posters attached on the wooden wall of the semi-open area. The pictures of the name tags of the employees are seen above the posters that show the area is only for the employees. The three posters show the systematic order from the vaccine program, health protocols for tourists and health protocols for the locals, all with the same hashtag #BaliBangkit (literally means the revival of Bali during the COVID-19 situation).

The first poster shows the icons of 1) the Department of Health in Indonesia, 2) The Bali Province (Denpasar Government), and 3) the Society Movement (*Gerakan Masyarakat*) on the top that indicate the collaboration of the national and local governments and community support for the reviving program of tourism in Bali. Then, the picture of Bali Island below the icons shows that the announcement is for people who live and visit Bali supported by the icons of a Balinese man and woman using the Balinese traditional clothes. The last information placed at the bottom of the poster is a text “SIAP DIVAKSINASI” (means ready to have the vaccination). Therefore, this public sign has the informative value Bali is revived during the COVID-19 situation by the vaccine program supported by the health institution, government, and society for showing the readiness of the services for tourists who want to visit Nusa Penida or Nusa Lembongan Islands.

The second poster shows a hashtag #BaliBangkit on the top, then a text “ENJOY BALI” and “TETAP DISIPLIN DAN TERAPKAN PROTOKOL KESEHATAN” below the hashtag, then 4 pictures of health protocols consisting of 1) wearing a mask, 2) washing hands, 3) physical distancing, social distancing. Next, pictures of Balinese Hindu temples and male and female tourists are shown below the health protocol pictures and at the right bottom there are icons of the supported departments as seen in picture one. Overall, the second poster as the public sign shows tourists can still visit Bali during the pandemic if they apply the health protocols.

The third poster has several similarities with the second one in terms of the hashtag #BaliBangkit on the top, 4 pictures of health protocols consisting of 1) wearing a mask, 2) washing hands, 3) physical distancing, social distancing, pictures of Balinese Hindu temples, and the icons of the supported departments on the right bottom of the picture. The differences are the text placed after the hashtag “TETAP DISIPLIN!” AND “TERAPKAN

PROTOKOL KESEHATAN” and a picture of Balinese man and woman. This public sign shows that Balinese people should also apply the health protocols besides tourists who visit Bali during the pandemic situation to support the tourism and ‘BaliBangkit’ (recovery after the lock down) Program.

These posters show the salient information to promote Bali tourism initiated by the vaccination program for Balinese people especially those who work in the tourism industry and people who visit Bali to ensure that they have good immunity to prevent the spread of the virus. After people have been vaccinated twice, they still have to obey the health protocols due to the possibility of virus mutation. The information layout is written using center alignment with linear composition.

The same posters are placed in the other five different areas, however one picture shows that there is another poster showing the discipline health protocol attached under them as seen on sign 10, and the other three posters are not in the complete combination as seen on signs 12, 13, and 14. Only sign 11 has exactly the same number of wall posters with sign 9.



Sign 15

There is one wash basin provided by the government of the Republic of Indonesia around 7 meters after entering the Northern Gate on the right side. There is a logo of the state symbol of the republic of Indonesia on the top of the wash basin with a verbal sign on the top that is ‘Ministry of Tourism and Creative Economy/Tourism Board and Creative Economy’, and below the logo the verbal sign is ‘Republic of Indonesia’. The salience shown in this facility is that the new normal and health protocols are supported by the Ministry of Tourism and Tourism Board, Republic of Indonesia by providing a wash basin for people/visitors and tourists in Sanur Port. The framing is in center alignment with linear composition.



Sign 16



Sign 17

Sign 16 (the left picture) shows two banners, the left one is BUPDA or the Sanur Village Unit that plays an important role in the economic sector. On the right side of Sanur Village Unit, there is a new protocol sign with the headline informing the Center of Cooperation in Preventing COVID-19 in Sanur Village Area. The sign can be found hanging in front of a

building of BUPDA facing to the west, on the left side just after the entrance of the Northern Gate. On the southern side of the BUPDA building, there is another new protocol sign on the top of another sign (sign 17, the right picture). The new protocol sign is divided into two parts separated by the dominant color of yellow and blue. The information found on the blue background does not show the new protocol. On the left top of the yellow background banner, there is a logo of the City Resort Police in Denpasar Bali, the illustration of coronavirus can be found on the left bottom corner and the top right corner, showing that the virus exists. On the right bottom corner, there is a man in the picture wearing a mask. The headline of the verbal sign is written in red and in capital letters showing three imperatives: ‘TAKE CARE OF YOURSELF’, ‘TAKE CARE OF YOUR FAMILY’, and ‘TAKE CARE THE COUNTRY’. The smaller font size but still in capitals are written in white with red highlight showing the name of the POLICE SECTOR in SOUTH DENPASAR. The smallest text is shown below the imperatives, that is ‘keep obeying the health protocol’. Overall, the salience that is shown in that banner is that the Police Sector in South Denpasar in which Sanur Village is located in South Denpasar under the authority of the City Resort Police in Denpasar Bali support the new normal life. The information is framed in linear composition in the center alignment.

Public information signs by private parties



Sign 18



Sign 19

This outdoor facility provided by Gojek (sign 18) is a movable wash basin made of aluminium/steel/iron. It has a small logo on the top and the verbal sign ‘gojek’ written in small letters. The headline written in the biggest font size below the logo sign shows the information ‘HAND WASH STATION’ in English and its translation in Indonesian language with small font size, and on its right side, there is a tissue box attached. On the bowl of wash basin, on the left of the water tap there is a soap container, and under it there is a verbal sign ‘*tempat sampah*’ (rubbish bin) with a hole placed in the box on the left side there is a part connected to the bin that can be stepped on to open it with a verbal sign ‘*injak disini*’ (step on here) on the right bottom. The dominant language used is Indonesian. The salient information is that Gojek supports the new normal situation by reminding people to keep doing one of the protocols. The information is framed in the nonlinear composition as it does not require a sequential reading to understand the message.

The public sign by the Rotary Club (sign 19) is the semi-permanent hand wash basin made by concrete completed with hand soap. This facility can be found in two locations in front of the food and drink vendor area. There are two sets of verbal and visual signs attached. One is on the top of the wash basin showing three information of verbal signs, the heading of the sign is the word Rotary written in the biggest font followed by the code of the club in Sanur, Denpasar City below it written on the left side, and on the right side

there is the logo of the club. The second information is the seven steps in washing hands on the right side and the pictures showing the steps on the right side. The last information shows the positive effect of washing hands that is becoming healthy. Another set of verbal and visual signs can be seen below the bowl of the wash basin that is the repetition of the verbal and visual sign found on the top, yet without the seven steps in washing hands. The same big logo is placed directly below the bowl and the verbal sign of Rotary Club and its identity is placed below the logo. The information salience that the Rotary Club wants to deliver is that the Club also supports the health protocols by providing a wash basin facility in the area far from the huge water tank. The composition of the verbal signs is linier with the left indent alignment on the top sign board and center alignment on the bottom.

Types of new normal protocol signs

Nineteen public signs found are categorized into two types, they are the government signs and the private signs. This study refers to the visibility of language use and characteristics on public signs in a given territory (Landry & Bourhis, 1997:23). Based on the languages used as the verbal messages of the government signs, Indonesian language was used more often (see signs 1-8 and 15-17) than the combination of Indonesian and English on signs 9 to 14. Meanwhile, the private signs showed the combination of Indonesian and English. Texts that make up the linguistic landscape in a given area may be monolingual, bilingual or multilingual, depending on the linguistic environment, the choice of code (i.e., language) can have both informational and symbolic functions (Backhaus, 2006:60). The new normal protocol signs at Sanur Port gave information on how to prevent the spread of the virus by asking people to apply the protocol as what the verbal signs showed, and then did the actions such as washing hands with soap more often in the wash basin provided there. The similar functions of the protocol signs found in Moscow (Tivyaeva & Chekmaeva, 2023) supported this finding. They found four primary purposes for COVID-related city signs, providing insight into their impact on communication strategies during critical pandemic periods. The use of Indonesian as the National language and English as the international language are related to the concept of linguistic hybridity that was introduced at the beginning of the 20th century (Bakthin, 1981:358). The concept of 'linguistic hybrid' or 'intentional hybrid' is the obligatory use for the present of two linguistic consciousnesses, in which each of them belongs to a different system of language (Bakthin, 1981:359).

Government signs

The government public signs were dominantly placed around the area of the Southern Gate. It was related to the social condition in which a long time ago that Gate was the main entrance to enter Sanur Beach, despite the fact that the parking lots are larger in the Northern Gate area. From the dichotomy (Ben-Rafael et al., 2006), the public signs given by the government showed the top-down information where it refers to government LL items and the latter to private and individual ones respectively. The significant domination of government signs on the new normal protocol signs in Sanur Port, Bali indicated that the government of Bali has the main role in preventing the spread of the COVID-19 virus. The public signs related to COVID-19 represent the government's seriousness to adapt the new normal health protocol in preventing the spread of new variants of COVID-19.

Private signs

Two private signs by a big company and a non-political and non-religious international organization (Sanur-Bali branch) were permitted to be placed at the Sanur Port. It seemed that they simultaneously promoted their products, and they had the permission from the

authority of Sanur Port as the representation of the local government to place their public signs. It also revealed that they already had the cooperation and made a big contribution to the authority of Sanur Village. The wash basins provided by the Gojek company and Rotary Club showed the bottom-up dichotomy in which the items used to serve official policy are designed much more freely by autonomous actors (Ben-Rafael et al., 2006). Different dichotomies in those three sources show different characteristics based on the symbolic function.

CONCLUSION

There were nineteen outdoor signs related to health protocols in the new normal situation placed at the Sanur Port area. Seventeen of the signs were published by the local authority of Sanur Village together with the governments of Bali Province and Indonesia. The other two signs were respectively provided by the transportation service ‘Gojek’ and a private club ‘Rotary club’ (Sanur Branch). The Indonesian language was dominantly used in the verbal messages of the government signs, meanwhile, the combination of English and Indonesian were used to communicate the verbal messages in the private signs. It showed that the government fully supported outdoor activities during the new normal situation to enhance economic growth.

The government public signs were dominantly placed around the area of the Southern Gate. It was related to the social condition in which a long time ago that Gate was the main entrance to enter Sanur Beach, despite the fact that the parking lots are larger in the Northern Gate area. Two private signs were permitted to be placed at the Sanur Port, even though there were only four locations as the placement of the wash basin with the verbal messages. It is considered that they had the permission from the authority of Sanur Port and Sanur Village.

All data have an ideal and real information value that are in line with the regulation. The salience shown in the headline and other variations of text supported with the images. The framing of signs is on center and left alignment mostly in linear composition. Assuredly, the study showed the readiness and responsibility of Sanur Port to give the best service for tourists who use the sea transportation and to adapt the new normal health protocol in preventing the spread of new variants of COVID-19.

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