



## Experiential function analysis of signposts in recreational tourism at Nusa Lima Beach

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### ABSTRACT

This research aims to analyze the experiential function of signposts at Nusa Lima Beach using a Functional Grammar approach. The study employs a qualitative method, emphasizing the understanding of meanings and experiences conveyed through language. The primary data source consists of sentences found on the signposts at Nusa Lima Beach, which were documented and transformed into full sentences for detailed analysis. The research was conducted through direct observation and documentation, ensuring comprehensive data collection. The Functional Grammar approach, developed by Michael Halliday, was utilized to analyze the experiential meaning within the ideational function of language. The findings reveal how the signposts' sentences communicate tourism experiences and their linguistic structure's function and purpose. The study concludes that the language used in these signposts effectively enhances the tourist experience by reflecting physical, mental, and relational experiences. The implications of this research extend to beach managers, providing insights for designing engaging and effective signage, and contribute to the academic field by bridging linguistics and tourism studies, demonstrating the utility of Functional Grammar in analyzing real-world language use in tourism contexts.

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## INTRODUCTION

Language is a structured system we use to communicate with each other. According to Zadeh (1975); Tseng (2018) in (Oviogun & Veerdee, 2020) language is a systematic tool for conveying ideas or feelings by using agreed signs, sounds, and gestures that contain understandable meaning. (Rabiah, 2018) defines language as a communication tool used by everyone in their daily life as a means to convey information and arguments to others. Last, (Gontier, 2022) states that language is community communication whereby individual and group-constructed knowledge and beliefs, that are enacted, narrated, or otherwise conveyed by evolving rule-governed and meaningful symbol systems, that are grounded, interpreted, and used from within evolving embodied,

cognitive, ecological, sociocultural, and technological niches. Of some definitions above, it can be concluded that language is a systematic and rule-governed tool for communication that conveys ideas, feelings, and information through agreed signs, sounds, and gestures within social and cultural contexts.

In the world of tourism, language plays an important role. (Al-Saadi, 2015) states that language has great importance in the dialogue and understanding between tourists and tourist facilities. (Jafarova, 2020) also states that the development of language contacts plays an important role in tourism. Furthermore, (Yoestara et al., 2021) express that the use of language is a positive and significant influence in the tourism sector. In addition, (Anam, 2022) argues that language plays an important role in the sustainable tourism sector with the goal of promoting abroad, service, good communication between foreign tourists and tourism actors, and the surrounding community, which ultimately relates to the development of local tourism progress in the industrial era. Last, (Widiastuti et al., 2021) say that language competence is one of the essential factors in improving the tourism industry. From the explanations above, it is evident that language serves as a critical conduit in the tourism industry, fostering effective communication and understanding between tourists and service providers. This interaction not only enhances the overall experience for visitors but also facilitates smoother operations within tourist facilities (Anam, 2020: 186).

The language in the tourism sector encompasses various forms, including advertisements, tour guides, destination information, and even signposts or markers at tourist sites (Irimiea, 2018). These signposts, although simple, have their own charm and often contain creative and engaging messages, aiming to provide a unique experience for tourists. One of the tourist destinations that utilizes language is Nusa Lima Beach, where several signposts with flirtatious sentences are attached to various trees. The signposts at Nusa Lima Beach, although simple, contain attention-grabbing and interactive sentences. These messages need to be studied further to understand the experiential meaning they convey, providing deeper insight into how language is used in a tourism context.

In linguistic studies, particularly through the Systemic Functional Grammar (SFG) approach, language is analyzed based on its function in social contexts. According to (Almurashi, 2016) says that systemic functional grammar studies the language through meaning. (Adha, 2018) also states that systemic functional grammar is a grammatical method which is part of a social semiotic approach to language called systemic linguistics. Furthermore, Butt et al. (2003: 5) in (Daeli & Maru'ao, 2023) states that in the systemic functional grammar, language seems to have evolved for three major purposes, these are 1) to talk about what is happening, what will happen and what has happened, 2) to interact and/or to express a point of view, 3) to turn the output of the previous two functions into coherent whole. It means that there are three broad and principal functions of language that are central to the way the grammar works in the language system.

SFG, developed by Michael Halliday, emphasizes that language has three primary metafunctions: ideational, interpersonal, and textual, all of which operate simultaneously in every form of communication (Sihura, 2019). The ideational metafunction, which focuses on how language is used to convey experience and represent reality, consists of two aspects: experiential and logical. Previous studies such as Almurashi (2016) focused broadly on Systemic Functional Grammar (SFG) but did not apply it to tourism contexts, while (Rachmadian, 2020) examined the role of English in tourism without analyzing specific language functions. Widiastuti et al. (2021) emphasized English's importance in tourism development but did not explore linguistic structures in detail. In contrast, the current research distinguishes itself by applying SFG's experiential function specifically to signposts at Nusa Lima Beach, providing a detailed linguistic analysis of how these messages convey tourism experiences and engage visitors on an experiential level, bridging linguistics and tourism in a novel way.

This research will focus on the experiential aspect, which relates to how human experiences and actions are expressed through language. Experiential meaning, as part of the

ideational metafunction, refers to the representation of physical, mental, and relational experiences in language. According to (Anjarwati et al., 2021) the experiential meaning is defined as the meaning of a clause which portrays some process in human experience. (Suliadi, 2017) stated that the experiential meaning is the meaning of language that functions to describe user experience. According to (Yolferi, 2018) the experiential meaning is used to describe experience. Of the three statements, it can be concluded that the function of experiential meaning is to describe and represent human experiences through language.

Through this analysis, we can understand how the messages on these signposts are constructed to reflect the various experiences intended to be conveyed to tourists. To analyze the experiential meaning of each signpost, we first need to transform these short and incomplete sentences into full sentences. This transformation is essential for conducting a comprehensive and in-depth analysis.

Through this research titled "Experiential Function Analysis of Signposts in Recreational Tourism at Nusa Lima Beach," it is expected to uncover how the sentences on the signposts at Nusa Lima Beach communicate the tourism experience to visitors, and how the language structure in this context reflects the function and purpose of each conveyed message.

## RESEARCH METHODOLOGY

### Design

The research utilizes a qualitative analysis method, which means it emphasizes understanding the underlying meanings, concepts, and experiences rather than focusing on numerical data. This approach is particularly suited for analyzing textual data and understanding how language is used in specific contexts. Panjaitan (2017: 6) in Hidayah et al. (2022: 13) express that qualitative method is defined as a process of investigation to figure out social problems, which is depend on forming a complex and comprehensive picture, formed in words, reporting the point of view in detail and carried out in a natural setting.

### Participant

The primary participant for this research comprises the sentences found on the signposts at Nusa Lima Beach. (Hasanah, 2017) states that a participant is an individual or group who takes part in a study and provides the necessary data or information.

### Instrument

The instruments used in this research include direct observation and documentation of the signposts at Nusa Lima Beach. defined direct observation as a methodology to classify free living behaviors into distinct categories in order to be analyzed. And (Nilamsari, 2014) says that (Reed et al., 2007)documentation refers to the systematic recording, storing, and organizing of all the information, data, and processes involved in a study. Additionally, the researcher converted short and incomplete sentences into full sentences for analysis. This step was crucial for ensuring that the data was comprehensive and suitable for in-depth grammatical and experiential analysis.

### Data Collecting Technique

The data collection technique involved a systematic observation and documentation process. (Cope et al., 2022) convey that systematic observation in research is a structured method of consistently recording specific behaviors or events according to a predefined protocol to ensure reliable and objective data collection. And (Zawaideh et al., 2018) explained that the documentation process is the organized recording and storing of information for easy access and reference. The researcher carefully recorded the sentences found on the signposts at Nusa Lima Beach.

### Data Analysis Technique

The data analysis technique used was content analysis which was done by multi-step. Firstly, the collected sentences were gathered and prepared for analysis. Then, the sentences were reduced by transforming short, incomplete sentences into complete ones, making them suitable for detailed study. The data was then displayed descriptively, allowing for an organized presentation of findings. Finally, conclusions were drawn and verified, summarizing the experiential meanings derived from the signposts and ensuring the accuracy of the interpretations.

## RESULTS AND DISCUSSIONS

### Results

#### 1. Jln. Bareng Jadian Kaga



Figure 1. The first signpost at Nusa Lima beach

#### Converted Sentence:

Kita sering pergi bersama, tetapi tidak pernah menjadi pasangan.

#### Analysis:

Table 1. Experiential function analysis of the first signpost at Nusa Lima beach

Kita	sering	pergi	bersama,
Actor	Circumstance: extent	Process: material	Circumstance: accompaniment
	tidak pernah	menjadi	pasangan.
	Circumstance: extent	Process: relational	Circumstance: attribute.

Note: The word "tetapi" functions as conjunction that connecting two clauses with contrasting or opposing meanings.

#### 2. Jalan Doang Jadian Kaga



Figure 2. The second signpost at Nusa Lima beach

#### Converted Sentence:

Kita hanya pergi bersama tanpa pernah meresmikan hubungan.

#### Analysis:

**Table 2.** Experiential function analysis of the second signpost at Nusa Lima beach

Kita	hanya	pergi	bersama
Actor	Circumstance: manner	Process: material	Circumstance: accompaniment
tanpa pernah	meresmikan	hubungan.	
Circumstance: contingency	Process: relational	Goal	

### 3. Jln. Yuk Bosan Nih – Kemana Aja yang Penting Berdua

**Figure 3.** The third signpost at Nusa Lima beach

#### Converted Sentence:

Mari kita pergi bersama, karena saya merasa bosan. Tujuannya bebas, yang penting kita berdua.

#### Analysis:

**Table 3.** Experiential function analysis of the third signpost at Nusa Lima beach

Mari	kita	pergi	bersama,
	Actor	Process: material	Circumstance: accompaniment
karena	saya	merasa	bosan.
	Senser	Process: mental	Process: mental (attribute)
Circumstance: cause			
Tujuannya	bebas	yang penting	kita berdua.
Carrier	Process: relational (attributive)	Process: relational (identifying attribute).	Carrier

Note: The word “mari” functions as an imperative mood marker, signaling a suggestion or invitation. And the word “karena” functions as a subordinating conjunction, introducing a causal clause.

### 4. Jln. Kita Masih Panjang

**Figure 4.** The fourth signpost at Nusa Lima beach

#### Converted Sentence:

Perjalanan kita masih panjang.

#### Analysis:

**Table 4.** Experiential function analysis of the fourth signpost at Nusa Lima beach

Perjalanan kita	masih	panjang.
Carrier	Process: relational	Circumstance: attribute

### 5. Jln. Mulu Nembak Kapan

**Figure 5.** The fifth signpost at Nusa Lima beach

#### Converted Sentence:

Kita sering pergi bersama, tetapi kapan kamu akan menyatakan perasaanmu?

#### Analysis:

**Table 5.** Experiential function analysis of the fifth signpost at Nusa Lima beach

Kita	sering pergi	bersama,	tetapi
Actor	Process: material	Circumstance: accompaniment	
kapan	kamu	akan	menyatakan
Circumstance: location	Sayer		Process: verbal
perasaanmu?			
Goal			

Note: The word "tetapi" is a conjunction linking two clauses, indicating a contrast or exception. And the word "akan" indicates future tense, adding a modal element to the verbal process "menyatakan."

### 6. Jln. Aja Dulu Kalau Cocok Kita Nikah

**Figure 6.** The sixth signpost at Nusa Lima beach

#### Converted Sentence:

Mari kita pergi bersama terlebih dahulu; jika kita merasa cocok, kita akan menikah.

#### Analysis:

**Table 6.** Experiential function analysis of the sixth signpost at Nusa Lima beach

Mari	kita	pergi	bersama
	Actor	Process: material	Circumstance: accompaniment
terlebih dahulu;	jika	kita	merasa

Circumstance: extent	Circumstance: contingency	Senser	Process: mental
cocok	kita	akan	menikah.
Phenomenon	Actor		Process: material

Note: the word "mari" functions as an imperative or suggestion, initiating the action but not fitting neatly into the participant, process, or circumstance categories. And the word "akan" indicates future intention or action.

## 7. Jln. Jalan Yuk Dari Pada Bete



Figure 7. The seventh signpost of Nusa Lima beach

### Converted Sentence:

Mari kita jalan-jalan untuk menghilangkan rasa bosan.

### Analysis:

Table 7. Experiential function analysis of the seventh signpost at Nusa Lima beach

Mari	kita	jalan-jalan	untuk
	Actor	Process: material	
menghilangkan	rasa bosan.		
Process: material	Goal.		
Circumstance: cause			

Note: The word "mari" serves as an imperative particle that invites or encourages the participants (in this case, "kita") to engage in the action. And the word "untuk" functions as a conjunction that introduces the purpose or reason for the action.

### Discussion

In this section, we delve into the experiential meanings of the signposts analyzed in the previous section. We will discuss their significance in the context of recreational tourism at Nusa Lima Beach and explore why each sentence was chosen based on its experiential meaning and how it enhances the tourism experience.

#### 1. Jln. Bareng Jadian Kaga,

This sentence reflects a common social scenario where individuals frequently spend time together but do not formalize their relationship. The phrase "sering pergi bersama" (often go together) emphasizes the regularity and enjoyment of companionship, while "tidak pernah menjadi pasangan" (never becoming a couple) introduces a relatable contrast.

For tourists at Nusa Lima Beach, this signpost resonates as it highlights the joy of spending time together without the pressure of defining relationships. It encourages visitors to embrace the present and enjoy their time with friends or companions, promoting a carefree and relaxed atmosphere which is ideal for a recreational tourism setting.

The experiential meaning here focuses on companionship and shared experiences without commitments, making it a perfect fit for a tourist destination where people come to unwind and enjoy the company of others. The sentence draws visitors into a shared social narrative, enhancing their emotional connection to the location.

#### 2. Jalan Doang Jadian Kaga

This sentence emphasizes the simplicity and informality of companionship. The use of "hanya" (just) and "tanpa pernah meresmikan hubungan" (without ever formalizing the relationship) underscores the casual nature of the interaction.

For tourists, particularly those visiting with friends, this signpost reinforces the idea that it's okay to enjoy each other's company without any pressure. It reflects the essence of tourism at Nusa Lima Beach, where relaxation and enjoyment are paramount.

The experiential meaning promotes a carefree approach to relationships, aligning with the beach's vibe of relaxation and fun. It encourages tourists to focus on the experience of being together rather than the need for formal commitments.

### **3. Jln. Yuk Bosan Nih – Kemana Aja yang Penting Berdua**

This sentence captures the spontaneity and desire for companionship where the destination is less important than being together. The phrase "karena saya merasa bosan" (because I feel bored) adds a personal touch, while "tujuannya bebas yang penting kita berdua" (the destination is free, what matters is we are together) highlights the value of companionship.

For tourists, this message encourages spontaneous adventures and the joy of simply being together, which is a key aspect of recreational tourism. It resonates with the idea that the journey is more important than the destination.

The experiential meaning promotes spontaneity and companionship, essential elements of a relaxed and enjoyable tourism experience at Nusa Lima Beach. It invites visitors to focus on the pleasure of being together and exploring freely.

### **4. Jln. Kita Masih Panjang**

This sentence conveys optimism and the idea of an ongoing journey. "Perjalanan kita masih panjang" (Our journey is still long) suggests future potential and continuous exploration.

For tourists, this signpost serves as a reminder that their adventures and experiences are far from over. It encourages them to look forward to future travels and experiences, aligning with the essence of tourism.

The experiential meaning here is motivational and forward-looking, fitting well with a tourist destination. It inspires visitors to embrace the idea of ongoing exploration and enjoyment, enhancing their emotional connection to the journey.

### **5. Jln. Mulu Nembak Kapan**

This sentence introduces a sense of anticipation and unresolved emotions. "Kapan kamu akan menyatakan perasaanmu?" (When will you express your feelings?) adds an element of suspense and curiosity.

This signpost relates to the playful and flirtatious atmosphere often found in beach environments. It captures the excitement of potential romantic developments, making it engaging for tourists.

The experiential meaning here plays on suspense and emotional anticipation, which can be intriguing and relatable for many visitors. It adds a playful element to the beach environment, enhancing the overall tourist experience.

### **6. Jln. Aja Dulu Kalau Cocok Kita Nikah**

This sentence encapsulates the idea of testing compatibility before making long-term commitments. "Mari kita pergi bersama terlebih dahulu" (Let's go together first) suggests taking initial steps, while "jika kita merasa cocok kita akan menikah" (if we feel compatible, we will marry) introduces a hopeful future possibility.

This message reflects the casual yet hopeful nature of relationships, which can resonate with tourists who are enjoying the relaxed environment of the beach. It promotes a light-hearted and exploratory approach to relationships.

The experiential meaning here encourages a relaxed and hopeful perspective on relationships, fitting well with the atmosphere of Nusa Lima Beach. It invites visitors to enjoy the present while remaining open to future possibilities.

## 7. Jln. Jalan Yuk Dari Pada Bete

This sentence captures the essence of spontaneous adventure and the desire to combat boredom through exploration. "Ayo kita jalan-jalan saja" (Let's just take a walk) suggests an easy, enjoyable activity, while "daripada merasa bosan" (instead of feeling bored) provides a motivational reason for action.

This message is highly relatable for tourists seeking to escape their routine and engage in leisurely activities. It encourages visitors to take advantage of the recreational opportunities at Nusa Lima Beach and to appreciate the simplicity of walking and exploring.

The experiential meaning here promotes the idea of combating boredom with simple, enjoyable activities. It resonates with the core purpose of recreational tourism, which is to provide a break from routine and offer refreshing experiences. The signpost encourages spontaneity and enjoyment, making it a perfect fit for the atmosphere of Nusa Lima Beach.

## CONCLUSION

This research highlights that the signposts at Nusa Lima Beach are not just informative but also rich in experiential meaning, using engaging and flirtatious language to create an immersive experience for tourists. Through Systemic Functional Grammar (SFG), it was found that these signposts evoke physical, mental, and relational experiences, enhancing emotional connections between visitors and the location. While the study is limited to a single site and excludes visual or contextual communication, future research could expand to multiple sites, include visuals, and examine tourists' perceptions to assess the effectiveness and broader impact of these signposts on behavior. The study emphasizes the importance of the ideational metafunction, particularly its experiential aspect, in effective tourism communication.

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