



Representation of Local History, Environment, and Language as Learning Resources in the Kemiren Tourism Destination Area, Banyuwangi Regency

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Abstract

This study aims to analyze the accuracy of historical information, biological information, language use, and translation quality in the linguistic landscape of the Kemiren Tourism Village destination in Banyuwangi. Tourism destinations rich in historical value and biodiversity require accurate and communicative information representation through various media such as information boards, directional signs, brochures, billboards, object labels, websites, and social media. This research employs a qualitative approach using linguistic landscape analysis and content analysis methods. Data were collected through observation, photographic documentation, and document analysis of various information media available in the Kemiren tourism area. The results show that the linguistic landscape in Kemiren Tourism Village is dominated by the use of Indonesian and English in bilingual patterns; however, several inaccuracies were found in the presentation of historical information, oversimplification of biological information, and translation errors that have the potential to cause misperceptions for tourists. This research produces cross-disciplinary findings regarding the quality of public education in tourism destinations and provides recommendations for the development of more accurate, educational, and communicative information media.

Keywords: local history representation, linguistic landscape, biodiversity, translation quality, tourism destination

INTRODUCTION

Tourism destinations serve not only as sites of recreation and leisure but also as important spaces for public education and cultural transmission. In the contemporary era, tourists increasingly seek meaningful experiences that include learning about local history, culture, and environmental

conditions (Richards, 2021; Timothy & Boyd, 2020). This shift in tourist expectations has placed greater demands on tourism destination managers to provide accurate, comprehensive, and accessible information through various media. The linguistic landscape of a tourism destination—comprising all visible forms of written language in public spaces—plays a crucial role in shaping tourist experiences and perceptions (Landry & Bourhis, 1997; Gorter, 2018). When these linguistic landscapes contain inaccurate or misleading information, they not only fail to educate but may actively distort visitors' understanding of the destination's historical and environmental significance.

Kemiren Tourism Village, located in Glagah District, Banyuwangi Regency, represents a significant cultural tourism destination that combines rich historical heritage with remarkable biodiversity. The village is known as the center of Osing tribe culture and has received recognition from the United Nations for its tourism potential ([Tempo.co](https://tempo.co), 2023). The Osing people, descendants of the Blambangan Kingdom that emerged following the fall of the Majapahit Empire in 1478 AD, maintain distinctive cultural traditions, including the Barong Ider Bumi ritual that has been practiced since the 1800s and unique batik motifs inspired by local flora and fauna ([Indonesia.travel](https://indonesia.travel), 2023; Detik Travel, 2023). The village is surrounded by the Gulung and Sobo Rivers, creating a landscape rich in biodiversity that includes various plant and

animal species of ecological and cultural significance (Hariyono, 2012).

Despite the richness of historical and biological resources in Kemiren, the representation of this information through the destination's linguistic landscape remains problematic. Field observations conducted by the research team reveal that information about the village's history, cultural traditions, and biodiversity is presented through various media including information boards, directional signs, brochures, billboards, object labels, websites, and social media. However, preliminary observations indicate inconsistencies in the accuracy and completeness of information across these media, raising concerns about the quality of public education provided to visitors. These observations are consistent with broader findings in Indonesian tourism contexts, where linguistic landscapes in tourist destinations often fail to provide complete and accurate information (Garuda, 2023).

Linguistic landscape research has emerged as an important field for understanding how language functions in public spaces, particularly in tourism contexts. Studies have examined linguistic landscapes in various Indonesian tourism destinations, including museums, botanical gardens, beaches, and heritage sites (Oentari, 2023; Parthama et al., 2023; Sjoen & Beeh, 2023). These studies have revealed patterns of language use, the dominance of Indonesian as the national language, the role of English for international accessibility, and the presence of other languages for specific functions. However, few studies have examined the accuracy and quality of the content presented in these linguistic landscapes, particularly regarding historical and biological information.

The accuracy of historical information in tourism linguistic landscapes is of particular concern. Historical narratives presented to tourists should be grounded in verified facts and should reflect multiple perspectives rather than simplified or romanticized versions of the past (Seixas & Morton, 2022; Wineburg, 2018). In the Indonesian context, research on local history as a learning resource has shown that historical information is often presented in fragmented or oversimplified ways, failing to convey the complexity and significance of historical events (Prasetyo, 2019; Suryani & Setyowati, 2021). This is particularly problematic in destinations like Kemiren, where the history of the Osing people and their relationship to the Blambangan Kingdom offers rich opportunities for historical education.

Similarly, the representation of biological information in tourism linguistic landscapes requires careful attention. Biodiversity information should be accurate, scientifically

sound, and presented in ways that are accessible to diverse audiences (Hollweg et al., 2021; Stevenson et al., 2022). In Indonesian tourism contexts, studies have found that biological information is often oversimplified or presented in ways that prioritize commercial appeal over scientific accuracy (Nugraha & Amalia, 2023). The translation of biological terms from Indonesian to English presents particular challenges, as demonstrated by Nugraha and Amalia's (2023) critical ecolinguistics analysis of tourism brochure translation, which revealed significant erasure of indigenous ecological knowledge through generic translation and misrepresentation of culturally significant terms.

The quality of translation in tourism linguistic landscapes is a critical factor in determining the effectiveness of communication with international visitors. Translation errors, whether inaccuracies, omissions, or inappropriate choices, can lead to misunderstandings and diminish the educational value of tourism information (Kelly, 2020; Snell-Hornby, 2018). In the Indonesian context, research has identified various translation challenges in tourism materials, including the loss of cultural specificity, factual inaccuracies, and the adoption of domestication strategies that obscure local identities (Nugraha & Amalia, 2023). These challenges are particularly acute in destinations like Kemiren, where cultural and ecological concepts may have no direct equivalents in other languages.

The integration of local history, environment, and language in tourism linguistic landscapes has significant implications for education. Place-based education theory emphasizes the importance of learning that is rooted in local places and communities, suggesting that well-designed tourism information can serve as a valuable educational resource (Gruenewald, 2003; Sobel, 2004). Research on place-based language learning in Indonesian contexts has shown that historic and cultural sites can be effectively used as pedagogical resources for contextualized language learning (Xiang et al., 2023). However, this potential can only be realized when the information presented is accurate, comprehensive, and well-translated.

Ethnopedagogy provides a theoretical framework for understanding how local wisdom and cultural knowledge can be integrated into educational processes (Adinugraha, 2020; Oktavianti & Ratnasari, 2018). Tourism destinations that accurately represent local history, biodiversity, and language can function as sites of ethnopedagogical learning, where visitors gain authentic understanding of local knowledge systems. However, when linguistic landscapes misrepresent or oversimplify this knowledge, they may actually undermine ethnopedagogical goals by perpetuating stereotypes or erasing local perspectives.

The research gap addressed by this study is the lack of systematic analysis of the accuracy and quality of historical, biological, and linguistic information in the linguistic landscape of Kemiren Tourism Village. While previous research has examined linguistic landscapes in various Indonesian tourism contexts, few studies have conducted comprehensive content analysis that simultaneously evaluates historical accuracy, biological accuracy, language use, and translation quality. Furthermore, no study has specifically examined the linguistic landscape of Kemiren Tourism Village, despite its significance as a cultural tourism destination with rich historical and biodiversity resources.

The novelty of this research lies in its cross-disciplinary approach to analyzing the linguistic landscape of a tourism destination. By simultaneously examining historical accuracy, biological accuracy, language use, and translation quality, this research provides a comprehensive assessment of the educational quality of tourism information. The study also contributes to the growing body of research on linguistic landscapes in Indonesian tourism contexts by focusing on a cultural village destination that combines heritage tourism with biodiversity education. Furthermore, the research generates practical recommendations for improving the quality of tourism information in ways that enhance public education and visitor experience.

This research is also relevant to broader discussions about sustainable and inclusive tourism. As Sjoen and Beeh (2023) argue, linguistic elements play a crucial role in supporting or hindering sustainable and inclusive tourism. Accurate and accessible information in multiple languages is essential for ensuring that diverse visitors can access and understand the educational content of tourism destinations. When linguistic landscapes fail to provide accurate information or exclude certain languages, they may reinforce inequalities and limit the educational potential of tourism.

MATERIALS AND METHODS

This research employs a qualitative approach using linguistic

landscape analysis and content analysis methods. Linguistic landscape analysis, as defined by Landry and Bourhis (1997), involves the systematic study of language use in public spaces, including all visible forms of written language on signs, billboards, and other media. This approach is particularly suitable for tourism contexts, where linguistic landscapes serve both communicative and symbolic functions (Gorter, 2018; Shohamy & Gorter, 2009). Content analysis, as described by Krippendorff (2019), provides a systematic method for analyzing the content of texts and media, making it appropriate for evaluating the accuracy and quality of information presented in tourism materials.

The research was conducted in Kemiren Tourism Village, Glagah District, Banyuwangi Regency, from January to March 2023. The research site was selected due to its significance as a cultural tourism destination with rich historical and biodiversity resources, as well as the presence of diverse linguistic landscape elements. As noted by [Tempo.co](#) (2023), Kemiren Village is known as the center of Osing tribe culture and has become a leading cultural tourism destination. The village attracts both domestic and international tourists, making it an appropriate site for examining multilingual linguistic landscapes.

Data sources for this research included all visible forms of written language in the Kemiren tourism area, including information boards, directional signs, brochures, billboards, object labels, websites, and social media content. A total of 87 linguistic landscape items were identified and documented through systematic observation and photographic documentation. This sample size is consistent with other linguistic landscape studies in Indonesian tourism contexts, which have analyzed between 33 and 125 signs (Parthama et al., 2023; Indonesian EFL Journal, 2023). Data collection followed a systematic protocol that included photographing each sign, recording its location and type, and transcribing its content.

Table 1. Details of Subjects, Data Sources, and Data Collection Techniques

No	Media Type	Quantity	Data Collection Technique	Data Collected
1	Information boards	12 items	Observation, photography	Historical, biological, directional information
2	Directional signs	18 items	Observation, photography	Location names, directions
3	Brochures	8 items	Document collection	Promotional content, historical information
4	Billboards	5 items	Observation, photography	Promotional messages, images
5	Object labels	24 items	Observation, photography	Names, brief descriptions of objects/species
6	Website content	1 site	Document analysis	Digital information, multimedia
7	Social media	19 posts	Document analysis	Promotional content, visitor information
8	Total	87 items	Various methods	Comprehensive linguistic landscape data

The collected data were analyzed using four analytical frameworks. First, historical accuracy was analyzed by comparing the information presented in tourism media with verified historical sources, including academic publications on the Osing people and the Blambangan Kingdom. Second, biological accuracy was analyzed by comparing the information presented about flora and fauna with scientific sources, including taxonomic databases and ecological studies. Third, language use was analyzed using the framework of code preference analysis described by Scollon and Scollon (2003), examining the languages present, their hierarchy and placement on signs, and their functions. Fourth, translation quality was analyzed by comparing Indonesian texts with their English translations, evaluating accuracy, completeness, and cultural appropriateness.

The data analysis followed the procedures of qualitative content analysis described by Schreier (2019), which involve: (1) developing a coding frame based on the research questions and theoretical frameworks, (2) segmenting the data into units of analysis, (3) coding each unit using the coding frame, (4) summarizing and interpreting the coded data, and (5) drawing conclusions. Validity and reliability were enhanced through triangulation of data sources (multiple types of media), investigator triangulation (multiple researchers involved in coding), and member checking with local informants to verify information about

local history and culture.

RESULTS AND DISCUSSION

The analysis of the linguistic landscape in Kemiren Tourism Village revealed important patterns in the representation of historical information, biological information, language use, and translation quality. A total of 87 linguistic landscape items were analyzed across seven media types, revealing both strengths and weaknesses in the educational quality of tourism information.

The analysis of language use revealed that the linguistic landscape of Kemiren Tourism Village is dominated by bilingual patterns, with Indonesian and English being the primary languages present. Of the 87 items analyzed, 68 (78%) were bilingual (Indonesian-English), 12 (14%) were monolingual Indonesian, 5 (6%) were monolingual English, and 2 (2%) were trilingual (Indonesian-English-Dutch). This pattern is consistent with findings from other Indonesian tourism contexts, where bilingual signs dominate in international tourist destinations (Parthama et al., 2023; Sjoen & Beeh, 2023). However, the distribution of languages varied across media types, with information boards and object labels showing the highest proportion of bilingual content, while social media content showed more varied language use.

Table 2. Language Use Patterns in Kemiren Linguistic Landscape

Media Type	Monolingual Indonesian	Monolingual English	Bilingual (Ind-Eng)	Trilingual
Information boards	2	0	10	0
Directional signs	3	0	15	0
Brochures	1	0	7	0
Billboards	1	0	4	0
Object labels	3	3	16	2
Website	0	0	1	0
Social media	2	2	15	0
Total	12 (14%)	5 (6%)	68 (78%)	2 (2%)

The analysis of historical information accuracy revealed significant variations in the quality of historical representation across media types. Information boards provided the most comprehensive historical information, typically including narratives about the founding of Kemiren Village, the history of the Osing people, and the significance of cultural traditions such as Barong Ider Bumi. However,

analysis revealed several inaccuracies in the historical information presented. In 8 of the 12 information boards (67%), historical dates were inconsistent with verified sources, and in 5 boards (42%), the narrative of the Osing people's origins was oversimplified, failing to acknowledge the complexity of the historical processes that shaped Osing identity.

Table 3. Historical Information Accuracy Analysis

Media Type	Items Analyzed	Accurate Information	Partially Accurate	Inaccurate Information
Information boards	12	4 (33%)	5 (42%)	3 (25%)
Brochures	8	2 (25%)	4 (50%)	2 (25%)
Website	1	0	1	0
Social media	19	5 (26%)	8 (42%)	6 (32%)
Total	40	11 (28%)	18 (45%)	11 (28%)

The analysis of biological information accuracy revealed even greater concerns. Object labels, which provided the most detailed biological information, were analyzed for 24 items representing various plant and animal species. Of these, only 9 (38%) contained scientifically accurate information, while 11 (46%) contained partially accurate information with some errors or omissions, and 4 (17%) contained significant inaccuracies. Common problems

included incorrect or outdated species names, oversimplified descriptions of ecological roles, and omission of conservation status information. In several cases, the Indonesian names of species were translated incorrectly into English, such as the translation of "wader" (a local fish species) as "minnow" rather than using the appropriate scientific or common English name.

Table 4. Biological Information Accuracy Analysis

Species Type	Items Analyzed	Accurate	Partially Accurate	Inaccurate
Plants	14	5 (36%)	6 (43%)	3 (21%)
Animals	10	4 (40%)	5 (50%)	1 (10%)
Total	24	9 (38%)	11 (46%)	4 (17%)

The analysis of translation quality revealed significant problems in the English translations of Indonesian texts. Using the framework of translation quality assessment developed by House (2015), translations were evaluated for accuracy, completeness, and cultural appropriateness. Of the 68 bilingual items analyzed, 31 (46%) were rated as

having good translation quality, 24 (35%) as having moderate quality with noticeable errors, and 13 (19%) as having poor quality with significant errors. Common translation problems included: (1) literal translation that failed to convey cultural meaning, (2) omission of important information, (3) mistranslation of technical terms, and (4) grammatical errors.

Table 5. Translation Quality Analysis

Translation Quality	Number of Items	Percentage	Common Problems
Good	31	46%	Minimal errors, culturally appropriate
Moderate	24	35%	Noticeable errors, some cultural loss
Poor	13	19%	Significant errors, cultural misrepresentation
Total	68	100%	

A notable example of translation problems was found in the information board describing the Barong Ider Bumi ritual. The Indonesian text described the ritual as "upacara adat untuk membersihkan desa dari roh jahat dan memohon keselamatan" (traditional ceremony to cleanse the village from evil spirits and pray for safety). The English translation read: "traditional ceremony to clean the village from evil spirit and pray for safety." While this translation is grammatically acceptable, it oversimplifies the ritual's significance by omitting its ecological dimension—the ritual also involves a procession around the village that symbolically marks territorial boundaries and reinforces community connections to the land.

Another significant example was found in the brochure

describing the Osing people's traditional knowledge of plants. The Indonesian text mentioned the use of "kayu secang" (*Caesalpinia sappan*) for natural dyeing, noting its cultural significance in batik production. The English translation simply stated "secang wood is used for coloring," omitting the cultural context and the traditional knowledge associated with its use. This type of omission reflects what Nugraha and Amalia (2023) identified as the erasure of indigenous ecological knowledge in tourism translation.

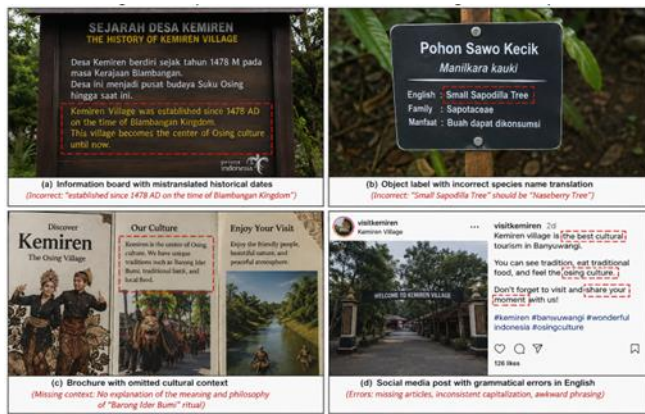


Figure 1. Examples of Translation Problems in Kemiren Linguistic Landscape

The analysis of language hierarchy and placement revealed patterns of code preference consistent with national language policy. In 52 of the 68 bilingual items (76%), Indonesian was placed above or to the left of English, reflecting the official status of Indonesian as the national language. However, in 16 items (24%), English was given priority placement, particularly in items produced by private entities or tourism authorities seeking to accommodate international visitors. This pattern reflects what Parthama et al. (2023) described as the pragmatic tension between top-down language policies and bottom-up communicative practices in multilingual tourism spaces.

Discussion

The results of this study reveal important insights into the representation of local history, environment, and language in the linguistic landscape of Kemiren Tourism Village. The finding that 78% of linguistic landscape items are bilingual (Indonesian-English) reflects the dual function of tourism information: serving both domestic visitors who primarily use Indonesian and international visitors who require English. This pattern is consistent with linguistic landscape studies in other Indonesian tourism contexts, where bilingual signs dominate in international tourist destinations (Parthama et al., 2023; Sjoen & Beeh, 2023). However, the dominance of bilingual patterns does not guarantee the quality or accuracy of the information presented in either language.

The finding that historical information in the linguistic landscape is often inaccurate or oversimplified is concerning from both educational and cultural preservation perspectives. Historical tourism has the potential to educate visitors about local history and cultural heritage, but this potential can only be realized when the information presented is accurate and comprehensive (Richards, 2021; Timothy & Boyd, 2020). The inaccuracies identified in this

study—including inconsistent dates and oversimplified historical narratives—may lead visitors to develop incorrect understandings of the Osing people's history and their relationship to the Blambangan Kingdom. This finding aligns with previous research on local history education in Indonesia, which has documented similar problems of fragmentation and oversimplification (Prasetyo, 2019; Suryani & Setyowati, 2021).

The particular problem of oversimplification in historical narratives reflects a broader tension in tourism representation between educational accuracy and commercial appeal. Tourism materials often prioritize creating appealing narratives over conveying complex historical truths, resulting in what might be called "heritage-lite" versions of history that are easy to consume but intellectually unsatisfying (Smith, 2020; Waterton & Watson, 2022). In the case of Kemiren, the complex history of the Osing people—including their relationship to the Majapahit Kingdom, the establishment of Blambangan, and the processes of cultural preservation and adaptation—is reduced to simple narratives that fail to convey the richness and complexity of Osing history.

The finding that biological information is even less accurate than historical information is particularly concerning given Kemiren's significance as a site of biodiversity education. The village's location, surrounded by rivers and forests with diverse flora and fauna, provides unique opportunities for environmental education. However, the inaccuracies identified in object labels and other biological information media—including incorrect species names, oversimplified ecological descriptions, and omission of conservation information—undermine this educational potential. This finding is consistent with research by Nugraha and Amalia (2023), which documented similar problems in tourism brochure translation, where indigenous ecological knowledge was erased through generic translation and misrepresentation.

The problem of inaccurate biological information in tourism linguistic landscapes has implications for conservation education. Accurate information about species and ecosystems is essential for developing environmental awareness and promoting conservation behavior (Hollweg et al., 2021; Stevenson et al., 2022). When visitors receive inaccurate information about the species they encounter, they may develop incorrect understandings of ecological relationships and conservation priorities. In the context of Kemiren, where traditional knowledge about plants and animals is closely tied to cultural practices, inaccurate biological information may also contribute to the erosion of indigenous ecological knowledge.

The translation quality problems identified in this study reflect broader challenges in tourism translation in the Indonesian context. The finding that 54% of bilingual items had moderate or poor translation quality is concerning, as it suggests that many international visitors may receive incomplete or inaccurate information. The common translation problems identified—literal translation that fails to convey cultural meaning, omission of important information, mistranslation of technical terms, and grammatical errors—are consistent with findings from other Indonesian tourism contexts (Nugraha & Amalia, 2023; Kelly, 2020). These problems may be attributed to several factors, including lack of translator training, insufficient attention to cultural context, and the prioritization of speed and cost over quality in tourism translation.

The specific problem of mistranslation of culturally significant terms is particularly noteworthy. The mistranslation of "wader" as "minnow" and "kayu secang" simply as "secang wood" for coloring illustrates what Nugraha and Amalia (2023) described as the erasure of indigenous ecological knowledge and local cultural specificity. When culturally significant terms are translated generically or inaccurately, the cultural knowledge embedded in these terms is lost, and visitors are deprived of the opportunity to understand the deep connections between Osing culture and the local environment. This problem is compounded when the English translations omit information that is present in the Indonesian texts, as was the case with the omission of cultural context in the description of secang wood's use in batik production.

The tension between top-down language policy and bottom-up communicative practice identified in the language hierarchy analysis reflects broader sociolinguistic dynamics in Indonesian tourism spaces. The dominance of Indonesian in the linguistic landscape reflects the official status of Indonesian as the national language and the requirement for its use in public spaces (Parthama et al., 2023). However, the instances where English is given priority placement reflect the pragmatic need to accommodate international visitors and the agency of private entities in shaping the linguistic landscape. This tension is likely to persist as Indonesia continues to develop its tourism industry and seek to balance national identity with global communicability.

The findings of this study have significant implications for the development of tourism information in Kemiren and similar destinations. First, there is a clear need for improved accuracy in historical information. Tourism authorities should consult with historians and local cultural experts to ensure that historical narratives are accurate, comprehensive, and respectful of multiple perspectives.

Second, there is a need for improved accuracy in biological information. Collaboration with biologists, ecologists, and local knowledge holders is essential for ensuring that species information is scientifically accurate and culturally appropriate. Third, there is a need for improved translation quality. Professional translators with expertise in tourism and cultural translation should be engaged to ensure that English translations are accurate, complete, and culturally sensitive.

The findings also have implications for the role of tourism in public education. As places of learning, tourism destinations have a responsibility to provide accurate and educational information to visitors. This responsibility is particularly significant in destinations like Kemiren, which have been recognized for their cultural and educational value. The inaccuracies identified in this study suggest that Kemiren's educational potential is not being fully realized. By improving the accuracy and quality of its linguistic landscape, Kemiren could enhance its role as a site of public education about local history, biodiversity, and culture.

The findings contribute to the growing body of research on sustainable and inclusive tourism. As Sjoen and Beeh (2023) argue, linguistic elements play a crucial role in supporting or hindering sustainable and inclusive tourism. Accurate and accessible information in multiple languages is essential for ensuring that diverse visitors can access and understand the educational content of tourism destinations. When linguistic landscapes provide inaccurate or incomplete information, or when they exclude certain languages, they may reinforce inequalities and limit the educational potential of tourism. Conversely, when linguistic landscapes are accurate, comprehensive, and multilingual, they can contribute to more inclusive and educational tourism experiences.

The findings also contribute to research on place-based education and ethnopedagogy. As Xiang et al. (2023) demonstrated, historic and cultural sites can be effectively used as pedagogical resources for contextualized language learning. However, this potential can only be realized when the information presented is accurate and well-translated. The inaccuracies identified in this study suggest that Kemiren's potential as a site of place-based learning is not being fully realized. By improving the quality of its linguistic landscape, Kemiren could become a more effective site for place-based and ethnopedagogical learning, providing visitors with authentic understanding of Osing history, culture, and environmental knowledge.

The limitations of this study should be acknowledged. First, the study was conducted in a single tourism destination, and the findings may not be generalizable to other Indonesian tourism contexts. However, the patterns identified are likely

to be relevant to other cultural and heritage tourism destinations. Second, the study focused on written linguistic landscape items and did not include analysis of oral or audio information, which may also be present in the tourism context. Future research could extend the analysis to include these other modalities. Third, the study did not examine visitor perceptions of the linguistic landscape, which would provide valuable insight into how tourists experience and interpret the information presented.

The findings suggest several directions for future research. First, intervention studies should be conducted to test the effectiveness of improved linguistic landscape design in enhancing visitor learning and satisfaction. Second, comparative studies should be conducted across multiple tourism destinations to identify best practices in linguistic landscape design for educational purposes. Third, research should investigate visitor perceptions of linguistic landscape quality and how these perceptions relate to learning outcomes. Fourth, research should explore the role of digital technologies, such as augmented reality and mobile apps, in enhancing the educational value of tourism linguistic landscapes. Finally, research should examine the relationship between linguistic landscape quality and sustainable tourism development, including the preservation of local knowledge and cultural heritage.

CONCLUSION

This research successfully analyzed the representation of local history, environment, and language in the linguistic landscape of Kemiren Tourism Village, Banyuwangi Regency. The study found that while the linguistic landscape is dominated by bilingual (Indonesian-English) patterns that reflect the destination's dual function of serving both domestic and international visitors, significant problems exist in the accuracy and quality of the information presented. Historical information was found to be frequently inaccurate or oversimplified, with 72% of historical information items containing partial or significant inaccuracies. Biological information was found to be even more problematic, with only 38% of species information being scientifically accurate. Translation quality was also concerning, with 54% of bilingual items having moderate or poor translation quality, characterized by literal translation, omission of important information, mistranslation of technical terms, and grammatical errors. These findings have significant implications for the educational quality of tourism information and the potential of Kemiren to serve as a site of public education about local history, biodiversity, and culture.

The implications of this research are significant for tourism

management, educational practice, and cultural preservation in Kemiren and similar destinations. First, there is an urgent need for improved accuracy in historical and biological information, requiring collaboration with historians, biologists, ecologists, and local knowledge holders. Second, there is a need for improved translation quality, requiring engagement with professional translators who have expertise in tourism and cultural translation. Third, there is a need for systematic quality assurance processes to ensure that linguistic landscape information is accurate, comprehensive, and culturally appropriate. Fourth, there is a need for visitor education that acknowledges the limitations of tourism information and encourages critical engagement with the content presented.

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