

## **ABSTRACT**

To identify the types of language contestation and their functions using the linguistic landscape theory proposed by Landry and Bourhis (1997) were the aim of this study. The study focused on commercial signs in the Kuta area as a secondary source. To comprehend the dynamics of language use in multicultural and touristy setting was the aim of this study by analyzing these signs. The functions of the signs are also examined to determine whether they serve an informative or symbolic purpose. A total of 30 commercial signs were analyzed, revealing the following distribution of languages: Balinese and Indonesian (2 signs), Combination of English and Other Languages (20 signs), English only (5 signs), and Indonesian only (3 signs). The results indicate a predominant use of English, either alone or in combination with other languages, reflecting the influence of globalization and international tourism. The presence of local languages (Balinese and Indonesian) highlights an effort to maintain cultural identity. The study concludes that language contestation is a significant feature of the commercial signage in Kuta, with multiple languages competing for visibility and prominence. The findings contribute to a deeper understanding of how linguistic landscapes reflect cultural and economic interactions in a globalized context.

*Keywords: Commercial Sign, Language Contestation, Linguistic Landscape, Kuta*