

Linguistic Landscape in the Tourist Area, Lembang Bandung, Indonesia

Yasir Mubarak^{1,2}, Dadang Sudana¹, Zamzam Nurhuda², & Dewi Yanti²

¹ School of Postgraduates, Universitas Pendidikan Indonesia, Indonesia

² Indonesian Literature Department, the Faculty of Letters, Universitas Pamulang, Indonesia

Correspondence: Yasir Mubarak, Universitas Pendidikan Indonesia, Indonesia.

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Abstract

This study investigates the linguistic landscape of Lembang, Bandung, Indonesia. The field site is situated in a region distinguished by the longstanding presence of diverse cultures and a high degree of multilingualism. This study employed photographs as the primary data source to gather samples from the tourist area of Lembang. The research methodology employed in this study involved the use of photographs. The data presented demonstrate the presence of multiple dimensions that characterize the linguistic landscape of a tourist area. The 83 photographs reveal the language distribution of the Lembang LL. There are three public signs discernible from the language usage of LL signs: monolingual, bilingual, and multilingual. The linguistic landscape in Lembang LL demonstrates a complex interplay of sociopolitical and economic factors, resulting in a multifaceted phenomenon. The results indicate that Indonesian, as the sole national and official language of the country, occupies a prominent position on all signs. English is recognized as the second most significant language in Indonesia, following Indonesian, and is widely used as a means of international communication. Nevertheless, it is regrettable that Sundanese is not predominantly utilized, particularly within the economic realm or business world in the Lembang region. The aforementioned findings indicate that English and Indonesian in Lembang possess both symbolic and commercial significance. Furthermore, the linguistic landscape (LL) in Lembang progressively transforms into a commodified entity.

Keywords: linguistic landscape, signs, monolingual, bilingual, multilingual

1. Introduction

Linguistic landscape (LL) studies, which have been conducted in numerous nations since the 1970s, offer valuable insights into the perception of social reality within multilingual environments (Hult 2014 in Alsaif & Starks, 2019). In the realm of linguistics, linguistic landscapes (LL) research has brought forth novel insights by illuminating the intricacies of language usage in public spheres of multilingual societies over the last two decades (Landry and Bourhis in Álvarez-Mosquera & Coetzee, 2018).

Shohamy and Gorter (in Manan et al., 2017, p. 2) describe the linguistic landscape as 'language in the environment, words and images displayed and exposed in public spaces.' According to Landry and Bourhis (in Kallen, 2010, p. 41), 'the most basic informational function of the linguistic landscape is that it serves as a distinctive marker of the geographical territory inhabited by a given language community.' A concise definition of LL is presented by Columas (in Hallett & Quiñones, 2023), 'the study of writing on display in the public sphere.'

LL, according to Landry and Bourhis (in Andriyanti, 2019), signifies the vitality of language. High-frequency language is essential because it pertains to the fundamental needs of people and their capacity to communicate in that language. Additionally, a language may receive substantial promotion because of its perceived importance or as a result of people's endeavors to preserve its existence (Andriyanti, 2019). The prominence of a specific language in the public sphere enhances its perceived worth and status in relation to other languages within the sphere (Isleem, 2015). According to Gorter (in Hallett & Quiñones, 2023), linguistic landscapes (LL) can serve as manifestations of contested diversity and reflect the influence and social standing of linguistic communities. LL contributes significantly to the development of the theory and practice of language policy, an area largely neglected by language policy (Shohamy, 2015). The concept of LL can be regarded as a construct distinct from an individual's language proficiency. This implies that individuals and organizations make deliberate decisions regarding the language they choose to exhibit in public areas, such as shops, buildings, street names, announcements, warning signs, and so forth, which may not always align with the language they are familiar with and employ in their daily lives (Shohamy, 2015).

LL investigates the correlation between language and tangible surroundings, in addition to the ways in which language is expressed in public spaces through writing, symbols, or signs (Iye et al., 2023). The integration of linguistic and semiotic components of signs contributes to a more comprehensive and holistic analysis of the LL (Artawa et al., 2023). LL, as defined by Passi (in Iye et al., 2023), examines the interplay between language and the physical environment in which it is spoken. This is accomplished through language mapping, topographical research, and historical investigations to understand the impact of the physical environment on spoken language. LL analysis serves as a valuable framework for comprehending the manner in which language influences and molds our social environment, whether in physical or virtual realms (Costley et al., 2023, p. 2). Languages present in LL serve as indicators of which remain pertinent locally and are evolving to meet the demands of speakers in the vicinity of the LL (Kasanga, 2012). As demonstrated by Ben-Rafael et al. (in Andriyanti, 2019), the

inclusion of languages in LL serves as a symbolic representation of the language situation in public spaces rather than merely an indication of linguistic diversity or the proficiency of the speakers of those languages. As time passes, it becomes more evident that LL is founded on a multitude of distinct academic disciplines, each of which examines a unique aspect of public space. Sociology, law, language policy, architecture, tourism, geography, psychology, economics, and language learning are a few of the many such fields (Shohamy, 2015). In summary, LL represents a juncture where the utilization of linguistic and semiotic resources intersects with social, cultural, historical, and political order (Pietikäinen, 2011). The field of LL research provides us with a fresh perspective on the intricacies and potential of the interplay between language, space, and individuals, enabling a deeper understanding of broader societies and consequently, their language policies (Shohamy, 2015).

Research conducted in this field has been shown to be highly successful in illuminating the manner in which a multitude of cultures and ethnicities that exist within urban areas are manifested and expressed through language in various social contexts (Costley et al., 2023). This study offers valuable insights into how individuals and communities engage in the construction, negotiation, and potential rejection of language practices and discourses within the public sphere (Benu et al., 2023). The LL encompasses various forms of public writing, including advertising billboards (Cenoz & Gorter, 2008; Manan et al., 2017), public signs (Ben-Rafael, 2006; Curtin, 2008; Pavlenko, 2010; Spolsky, 2020), street names (Yan & Lee, 2014), place names (Berezkina, 2016), product (Rubdy, 2013) and shop names (Amer & Obeidat, 2014; Nikolaou, 2017; Shang, 2017). Scholarly investigations have focused on determining the extent to which language is visible and prominent in commercial and public signs within a given nation (Costley et al., 2023).

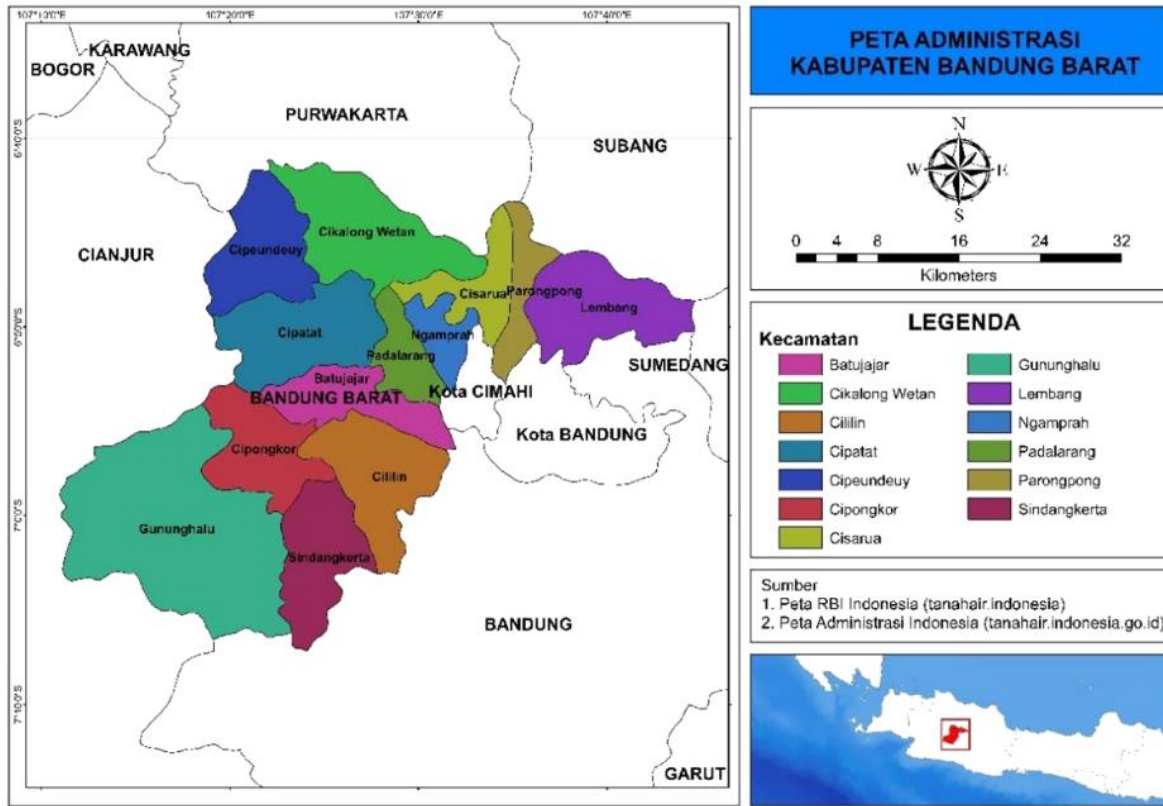
Multiple studies conducted in various locations in Indonesia (Andriyanti, 2019; Fakhriroh & Rohmah, 2018; Mulyawan, 2020; Sakhiyya & Martin-Anatias, 2020) have demonstrated that local languages are subjected to greater marginalization than foreign languages in public spaces. This research was motivated by the lack of LL research in Bandung Regency, Indonesia.

Further studies have been conducted in surrounding nations pertaining to the topic of LL, such as Thailand (Low, 2022; Savski, 2021; Thongtong, 2016; Vivas-Peraza, 2020), Australia (Nash, 2013) and Malaysia (Coluzzi, 2017; David & Manan, 2015; Woo & Nora Riget, 2022). The objective of this study is to investigate the presence of regional languages in the public sphere of Lembang, Indonesia, in the context of linguistic landscape studies. In a multiethnic and multicultural region or regency like Lembang, it is critical to examine the study of language in public spaces to identify the presence of languages, particularly regional languages, that vie visibility in such areas. This research offers the advantage of examining the application of government regulations (top-down) and the impact of commercial influences (bottom-up, unofficial) on Lembang LL. Typically, private organizations possess bottom-up indications (Artawa et al., 2023). In the tourist districts of Lembang, numerous bottom-up signs are owned by hotels and restaurants. Since signs serve as a means for companies to generate revenue, they typically employ the most impactful language possible on their public signage (Artawa et al., 2023). This study also aimed to examine not only the displayed language and its hierarchies but also the manner in which the language is presented.

2. Methods

2.1 Research Location

The research site is situated in Lembang District, Lembang, West Java Province, Indonesia. According to the Central Statistics Agency of Bandung Regency, the district's population was documented as 187,879 people in 2021 (Badan Pusat Statistik Kabupaten Bandung Barat, 2021). The inhabitants of Lembang are predominantly Sundanese and converse in this language on a daily basis. Nevertheless, Lembang is inhabited by numerous communities and ethnic groups, including Chinese, Malay, Javanese, Batak, Minangkabau, and etc. The recorded area of Lembang District is 95.56 km² (Badan Pusat Statistik Bandung Barat, 2023).



Source: (Hardianto et al., 2020)

Table 1. Ethnicity in West Java

First Language	Percentage
Sundanese	71
Batak	1,09
Minangkabau	0,63
Chinese	0,59
Malay	0,44
South Sumatra	0,22
Lampung	0,22
Banten	0,14
Madurese	0,10
Other	0,99

Source: (Warsudi, 2023)

2.1 Type of the Research

This study falls within the category of qualitative research. The objective of this study is to provide a thorough analysis and comprehensive overview of the linguistic environment in public areas of the Lembang subdistrict. The primary objective was to paint a picture of a naturally occurring social language phenomenon in relation to the linguistic landscape of the region. Observations and documentation were utilized to collect and qualitatively analyze data for this study, which investigated the contextualization of language in the context of public space usage. To summarize, qualitative data collected from signals in the public sphere are subsequently quantified as part of the analysis to obtain a full understanding of the phenomena under observation (Gorter, as cited in Andriyanti, 2019).

2.2 Data Collection

In collecting data, this research utilized the documentation of public signs dispersed throughout the study site. The researchers conducted physical capture of public signs located within public settings using a digital camera. The approaches employed encompass the utilization of photography and note-taking. There are 83 public signs found in all public spaces in Lembang District. These materials become primary data sources for analyzing multilingual representations and patterns in public spaces in Lembang District, Lembang. Direct observations were conducted in public spaces at the designated research sites.

2.3 Data Analysis

The data were analyzed using the analytical categories of the linguistic landscape provided by Backhaus (2006). The study encompasses two primary components: the examination of the language employed in signs and the investigation of their various combinations. Public signs were categorized into monolingual, bilingual, and multilingual groups. Based on these indicators, the percentage of language presence was computed to ascertain its distribution. Second, the researchers comprehensively analyzed how language was chosen. Finally, the results of the data analysis are presented narratively and supported by tables and figures.

3. Findings and Discussion

3.1 Findings

The 83 photographs were quantitatively described to reveal the language distribution of the LL of Lembang. There are three public signs discernible from the language usage of LL signs: monolingual, bilingual, and multilingual. The calculation results are presented in Table 2.

Table 2. Types of signs in Lembang

Languages		Number of signs	Percentage
Monolingual	Indonesian	25	30.12
	English	17	20.48
	Javanese	1	1.20
	Korean	1	1.20
	Sub-total	44	
Bilingual	Indonesian+English	15	18.07
	English+Indonesian	8	9.64
	Sundanese+English	3	3.61
	Sundanese+Indonesian	2	2.41
	Arabic+Indonesian	2	2.41
	Indonesian+ Sundanese	1	1.20
	Korean+English	1	1.20
	Turkish+English	1	1.20
	Indonesian+Japanese	1	1.20
	Sub-total	34	
Multilingual	Sundanese+Indonesian+English	2	2.41
	English+Arabic+Indonesian	1	1.20
	Indonesian+English+Sundanese	1	1.20
	Indonesian+Sundanese+English	1	1.20
	Sub-total	5	
TOTAL		83	100%

The prevalence of monolingual signs was the highest, whereas the occurrence of the multilingual pattern demonstrated the lowest frequency. This study identified three distinct categories of signs: monolingual, bilingual, and multilingual. For more details, this is shown in Figure 1.

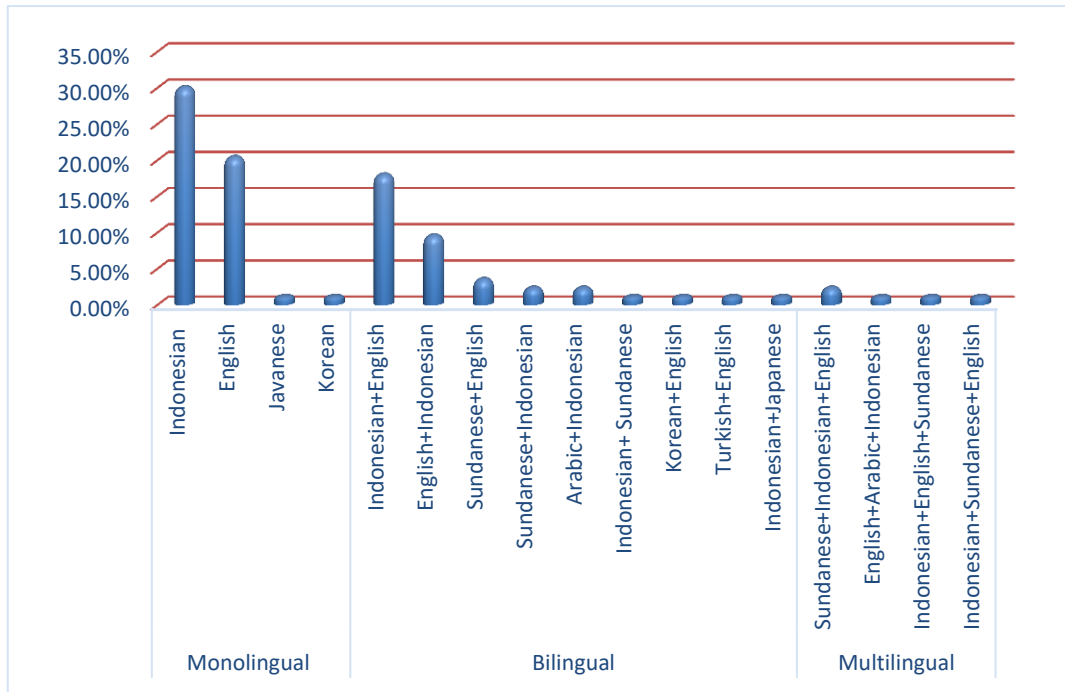


Figure 1. Distribution of LL language in Lembang

Figure 1 shows that monolingual signs were most frequently found in Lembang (52%). In Lembang, bilingual signs occupy the second position (42 %), and multilingual signs take the 3rd position, (6 %). Surprisingly, a high proportion of signs contain only one language, while the proportion of signs that are multilingual is extremely low. A notable disparity is evident in the number of multilingual signs compared to monolingual or bilingual signs. The prevalence of English as a global language and Indonesian as the national language is evident in its dominance on signboards. These are bottom-up signs made by business owners to attract customers. Locational features have been observed to influence the prevalence of bilingual and multilingual signs. In addition, Lembang is also known as a tourist city, so this influences the language in LL, as seen in Figure 2.

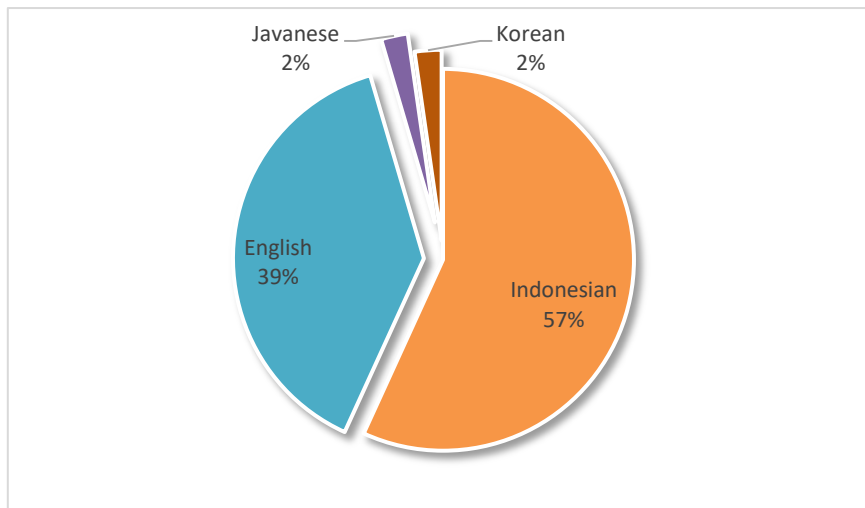


Figure 2. Monolingual signs in Lembang

Figure 2 displays the data distribution for monolingual patterns encompassing a total of four languages. The major language in Indonesia is Bahasa Indonesia, followed by English and Javanese in third place. The following text pertains to the Korean language. These results indicate that Indonesian and English have commercial and symbolic value in Indonesia. This finding aligns with that of Tan and Tan (2015). The dominance of Indonesian and English occurred in the bilingual and multilingual domains, as illustrated in figures 3 and 4.

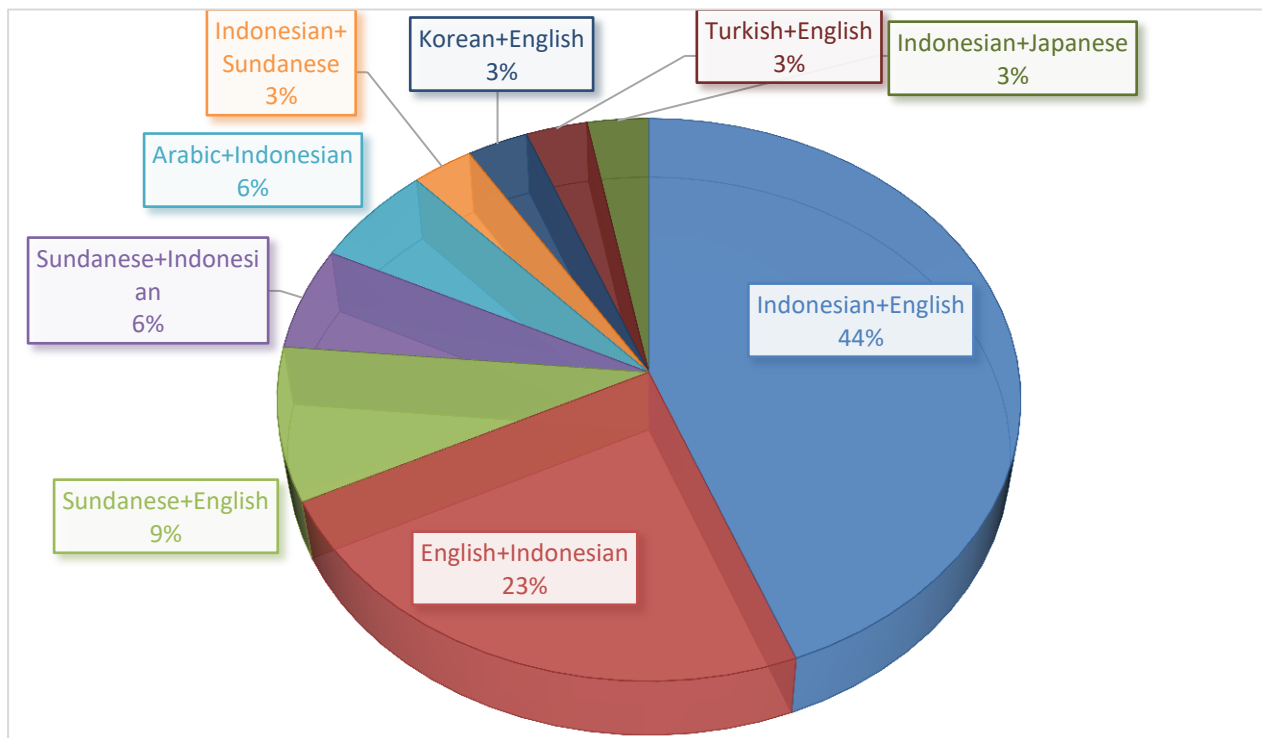


Figure 3. Bilingual signs in Lembang

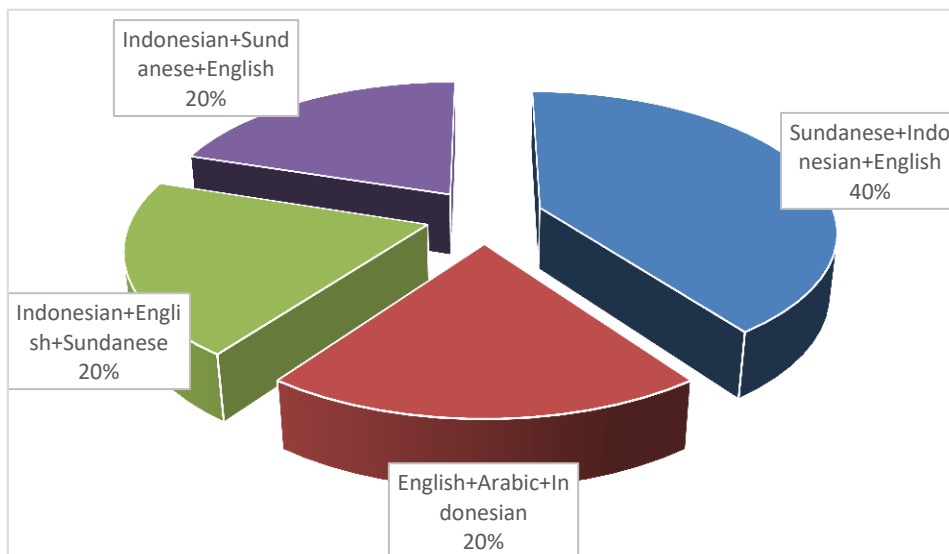


Figure 4. Multilingual signs in Lembang

The high proportion of Indonesian language on monolingual signs is evident with the highest occurrence rate, specifically 25 out of 83 instances (30.12%). It is not surprising that Indonesian is widely used in the Lembang tourist area, given that it is the official language of the country. As shown below, monolingual signs frequently employ Indonesian.



Data 1. Tahu Smedang is tofu from Smedang, West Java.



Data 2. Laksana is a typical Sundanese food stall.

Data 1 and 2 used Indonesian to promote food. Tahu Smedang is tofu from Smedang, West Java. Meanwhile, Laksana is a typical Sundanese food stall. Based on these studies, Indonesian was the predominant language in the LL of Lembang (see Table 2). This indicates that top-down language policies have an evident impact on the daily use of Indonesian. At present, the utilization of Indonesian in public domains is subject to regulation by Indonesia legislation, specifically Presidential Regulation Number 63 of 2019 and Language Law Number 24 of 2009. However, this endangers indigenous languages as an unintended consequence of top-down policy. In Table 2, Sundanese as a regional language is marginalized and even in monolingual cases there are no signs at all. According to Benu et al. (2023), the absence of local names in the culinary industry is understandable because of economic factors. The use of Indonesian or English is perceived as more commercially viable than regional languages.

Then, in both bilingual and multilingual types, Sundanese serves merely as a supplementary language, as shown in data 3 below.



Data 3. Centra Oleh-Oleh Sari Barokah Lembang (central souvenirs shop)

In data 3, the Indonesian language is ranked first and is denoted in bold font, whereas the Sundanese phrase (Wilujeng Sumping 'Welcome') is not emphasized and is positioned at the bottom. The placement and size of the font indicate that the two languages have different power relations and hierarchical rankings. Based on the details provided, it can be inferred that Sundanese may be seen as less important than Indonesian, although both are mentioned. This discovery aligns with prior research conducted by Andriyanti (2019), Fakhroh and Rohmah (2018), Mulyawan (2020), and Sakhiyya and Martin-Anatias (2020), which indicates that local languages experience heightened marginalization inside public domains. According to Sakhiyya and Martin-Anatias (Sakhiyya & Martin-Anatias, 2020, p. 3) presently, the greatest obstacle in a number of other areas is the threat posed by the extinction of regional languages, including Sundanese, Javanese, and others.

According to Lotherington (as cited in Andriyanti 2019), the variations in language usage frequency seen in Lembang LL indicate that these languages do not hold equal roles. In relation to Sundanese, this demonstrates the language's feeble vitality. The infrequent utilization of Sundanese in public domains serves as an indication of the government's precarious stance and unbalanced language policies, particularly with regard to regional languages. Despite its location in Bandung, the cultural epicenter of West Java, Sundanese is exposed and promoted less frequently, particularly in public spaces. According to Karam et al. (2020), the lack of Sundanese in the streets of Lembang signifies a shift in the city's cultural identity. The relationship between language and identity formation within communities has been explored

extensively. Consequently, the disappearance of the Sundanese language in Lembang LL can be interpreted as a potential erasure of Sundanese cultural identity (Karam et al., 2020).

Lembang LL's infrequent use of Sundanese demonstrates that this regional tongue has a restricted public sphere. The majority of Sundanese signs, such as liwet and teh (liwet is a typical Sundanese food cooked using a kettle/kastrol with spices including salt, shallots, garlic, bay leaves, lemongrass, galangal and cayenne pepper. Tete or teh is a nickname for older sisters/a nickname for older women), are employed solely for identification purposes and not for general communication. This is illustrated by the following findings.



Data 4. Liwet Asep Stroberi Lembang



Data 5. Bolu Dadakan Teh Ani (Teh Ani's impromptu cake)

The Arabic language is also present in Lembang LL, primarily in religious contexts such as mosques, as well as in signage related to Hajj and Umrah tours and travel. The utilization of Arabic serves as a means of preserving the indigenous identity of the community and constructing collective and individual ideologies and identities (Benu et al., 2023). According to statistical data provided by The Central Statistics Agency of Bandung Regency, the projected Muslim population in Lembang District for the year 2021 is estimated to reach 184.215 million individuals (Badan Pusat Statistik Kabupaten Bandung Barat, 2021). This phenomenon is demonstrated by the data provided below.



Data 6. Al-Furqon Mosque



Data 7. Farhatul Qulub Hajj and Umrah tours and travel

Priority is given to Arabic in bilingual signage, followed by other languages such as data 6. In terms of transliteration, Arabic occupies a preceding position compared to other languages. This is comprehensible given that the source is Arabic text. However, the prioritization of Arabic over other languages in various signs indicates that Arabic holds a higher position in the linguistic hierarchy within religious contexts. In data 7, Arabic, transcribed using Indonesian script, is positioned at the top of the text, employing bold and enlarged typography. Conversely, Indonesian, exemplified by Umrah, Haji Khusus, Hotel, and Transportasi, is situated at the bottom of the text and utilizes a smaller font size. Based on this, it can be determined that Arabic may be deemed more essential than other languages. Andriyanti (2019) affirms that Arabic and the Koran are indistinguishable, positing that Islamic teachings are inextricably linked to this sacred text. An additional factor to consider is that a significant proportion of the Indonesian populace, particularly in the Lembang subdistrict, adheres to

Islamic faith; consequently, Arabic is esteemed and considered sacrosanct. In addition, they serve as manifestations of Islamic identity. Furthermore, the existence of these signs demonstrates the significance of Islam in individuals' daily lives.

The research findings presented in this study shed light on the impact of global company retailers or transnational retail corporations in changing Lembang LL through the process of language commodification. This phenomenon is exemplified by the data provided below.



Data 8. *Pizza Hut* (American franchise company)



Data 9. *Lawson* (Japanese franchise company)



Data 10. *Wedrink* (Chinese franchise company)

The findings suggest a stronger impact when these enterprises establish physical and linguistic presence in the streets of Lembang. Transnational retail corporations employ English only in the context of monolingual signs. In the data above, the language used is mostly English, with no direct translation into Bahasa Indonesia or other regional languages. Based on the data findings, it can be observed that English has the position of being the second most prevalent language in Lembang LL. This phenomenon also elucidates the process by which language commodification occurs (Heller, 2010). According to Pavlenko (2009), there is a trend of language displacement in these signs, whereby English, being a dominant global language, has supplanted national or local languages.

Furthermore, English has the potential to contribute additional value in terms of financial gains (Karam et al., 2020). The amount of signage utilizing English is influenced by the status of the tourist destination (Mulyawan et al., 2022). The utilization of the English language within the context of LL does not invariably imply that individuals in proximity to LL have the ability to communicate in English (Andriyanti, 2019; Sakhiyya & Martin-Anatias, 2020). Shohamy (as cited in Tang, 2020) posits that it might be characterized as imperialism. Because public space belongs to everyone, dominating it through public signs is a type of colonialism or imperialism (Tang, 2020). The prevalence of English as a dominant language can be attributed to its high literacy rates and its esteemed status as a global lingua franca (Farran & Hortobágyi, 2020).

In addition, the multilingual signs dataset contains signs that exhibit intriguing characteristics in terms of font size and sign text placement, warranting further analysis. As depicted in the visual representation provided below.



Data 11. Toko Maribaya (Maribaya shop)



Data 12. Aura Cake

In data 11, there are two written texts, one in English 'DAN'S Trendy & Sporty Shoes', and another in Indonesian 'Toko Maribaya.' These texts were printed in different font sizes. 'DAN'S Trendy & Sporty Shoes' is presented in the center with font sizes significantly increased, whereas 'Toko Maribaya' is rendered in the right corner at a considerably reduced size. The Indonesian linguistic source 'Toko Maribaya' might be seen to occupy a subordinate position, hence suggesting its relative inferiority when compared to the version in English of 'DAN'S Trendy & Sporty Shoes'. Similarly, data 12 experienced the same phenomenon. In Data 12, English is prominently shown in bold characters and a larger font size, but Indonesian is positioned in the lower section without any emphasis. The differential power dynamics and hierarchical rankings of the two languages are reflected in the location and size of the fonts. It can be inferred that Indonesian may be perceived as possessing a lower level of prestige, particularly in the realm of trade, compared to English, despite the inclusion of both languages. Overall, the indications imply that the use of English holds greater significance in the identification of their shops. In a study conducted by Iye et al. (2023) and a separate study by McDermott (2019), the researchers showed that the use of the English language in public spaces can be seen as a reflection of the influence of Western culture and the worldwide phenomena of globalization on language usage. Cenoz and Gorter (as cited in Tang, 2020) argue that '[t]he use of English in commercial signs does not seem to be intended to transmit factual information but is used for its connotational value ... activat[ing] values such as international orientation, future orientation, success, sophistication or fun orientation'. Mulyawan et al. (2022) argue that the utilization of English as a medium for widespread community communication via outdoor signage is a consequence of globalization in the context of tourist advancement. Inevitable and extensive exchanges among individuals worldwide are inevitable. According to him, within the realm of linguistics, the recognition of English as a global language is acknowledged by the majority of individuals worldwide. This acknowledgment is typically associated with notions of prestige, elevated economic standing, modernity, advanced technology, and a global outlook, which are inherent to language. According to Hopkyns et al. (2018) and Sakhiyya & Martin-Anatias (2020), English is the predominant unofficial language observed on public signage in various public locations globally.

Private signs exhibit a greater range of diversity as they are generated in a bottom-up manner, originating from private entities such as firms or individuals, thus allowing for more creative expression, as shown in the example data below.



Data 13. Keeya Shop

Based on data 13, English is regarded as a prestigious language in Lembang LL. In addition, English is linked to modernity, as evidenced by shop writing, which is entirely in English (KEEYA Women Fashion & Clothes). As a result, it is logical that most stores in Lembang, including those that are not owned by multinational retailers, embrace English to project an image of sophistication and modernity. The English language is employed as a means of attracting consumers who perceive foreign languages as indicative of social status (Karam et al., 2020). Likewise, Buckingham (2019) held the view that the utilization of the English language in signage appears to serve as a marketing strategy and a means of signaling social status, primarily for symbolic rather than transactional purposes. This demonstrates that a top-down

approach can expose the positions of power (the private sector or individual) that influence linguistic choices. However, a space is in constant movement, the "owner" of space can change and own the space (even if only for a short time until the owner changes) (Peck & Banda, 2014). According to Banda and Jimaima (2015), certain shop proprietors may display signage in languages such as English, Mandarin, Japanese, and others, with the intention of appealing to potential customers, regardless of their proficiency in these languages. This perspective aligns with the argument put forth by Heller and Duchêne (in Karam et al., 2020) that the utilization of iconic names contributes to product authenticity and enhances its value proposition.

4. Conclusion

The most obvious finding of this study is that the linguistic landscape in Lembang LL demonstrates a complex interplay of socio-political, economic, and ethnolinguistic factors, resulting in a multifaceted phenomenon. First, the sociopolitical aspect begins with policies that are formally recognized as language-oriented in Indonesia and emphasize the mandatory utilization of the national tongue, Indonesian. This is proven by the monolingual, bilingual, and multilingual signs. Second, the economic aspect is evident through the prevalent use of English, especially in advertising signs. In contrast, the ethnolinguistic aspect demonstrates that Sundanese is not predominantly utilized in the Lembang LL. The principal theoretical implication of this study is that Sundanese may face erosion due to the processes of modernization and development, as well as the growing impact of foreign cultures that are gradually substituting traditional values.

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Authors contributions

Yasir Mubarak was responsible for research design and data collection. Dadang Sudana and Zamzam Nurhuda were responsible for data analysis and drafting of the manuscript. Dewi Yanti was responsible in performed the calculation. All authors contributed to the analysis and revision of the article based on the reviewers' comments and suggestions and edited the manuscript based on the editors' comments and suggestions. The authors have checked and agreed the final manuscript.

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Competing interests

The authors declare that there is no competing interest.

Informed consent

Obtained.

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The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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