A STUDY OF LINGUISTIC LANDSCAPE IN THE COFFEE SHOPS IN PADANG CITY

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STATEMENT OF ORIGINALITY

This is to certify the originality of this thesis I submitted to fulfill a requirement for an S1 degree in the English Department Faculty of Humanities Universitas Bung Hatta. This thesis is entirely mine and there are no works or opinions written or published by other people except as references or quotations by following the usual scientific writing procedures.

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ABSTRACT

This research analyzes the linguistic landscape in shopping malls in Padang city especially in coffee shops by using Landry and Bourhis' theory (1997). This research aims to analyze how the linguistic landscape used in coffee shops in Padang city, what is the most dominant language used in coffee shops in Padang city, and what are the functions of the linguistic landscape in coffee shops in Padang city. The data were analyzed using qualitative methods, The used of linguistic landscape is to adapt to the times, to help and attract local and international visitors, branding identity and marketing purposes. And then based on findings about the language most dominantly used in coffee shops area in Padang is English language. After the data focused on linguistic signs in coffee shops in Padang city which included 158 signs from 22 coffee shops that were monolingual, bilingual, multilingual, and symbols. There are 39 signs that use Indonesian only, 88 signs that use English only, 27 signs that use English-Indonesian, and 1 sign that uses English-Indonesian-Arabic.

Key words: Linguistic Landscape, Function, Coffee Shop in Padang

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TABLE OF CONTENTS

LIST OF FIGURE

LIST OF TABLE

CHAPTER I

INTRODUCTION

1.1 Background

Traditionally, a linguistic landscape refers to the visual display of languages and dialects in public spaces. So it could include shop signs, street names, billboard advertisements, but also more mobile signage such as words printed on shopping bags or t-shirts that people wear. The linguistic landscape gives us a window into the sociolinguistic makeup of a certain geographic area. So here in the coffee shop at Padang for example, we can find of course Indonesia, English, but also increasingly Minangkabau language, Italian, and even other European languages such as French, etc.

Further, in this study writer will take a look at how the linguistic landscape is used in coffee shops, especially in Padang city, the writer will analyze the language used in coffee shops there are bilingual and multilingual. These happen in the bilingual or multilingual community, people use more than one in society (people who master two languages such as their mother/regional language and Indonesian – this is called the Bilingual community), and people who know or master more than two languages (Multilingual community) because nowadays people are going in modernization, for a small example is using in English in Minangkabau culture and even they combined the language and make it more modern as proof that they have started to develop and mix foreign cultures for their needs.

The thing that distinguishes this research from what happened in West Sumatra, especially the city of Padang, where in the city of Padang there are several differences in the use of language,

for example in Padang Minang, Indonesian and English are more dominant. There is a slight difference with the city of Padang which is richer in European regional languages which makes the writer more interested in researching the linguistic landscape in the city of Padang. each coffee shop has its own dominant language that they use in linguistics which is where the nature of words that are borrowed or also mixed. And what the writer wants to underline in this study is the type of language and language signs that appear and are used in coffee shops in the cities of Padang so that the writer wants to identify and describe how and what the function of the linguistic landscape is used in coffee shops.

And after that the writer wants to describe why the categories of sign apply in coffee shops in Padang, the aims of this are the writer want to know the most dominant language used in social community of linguistics for advertisement, prohibitions, order, informative signs, also slogans as well.

So in addition to noticing the varieties of languages in the linguistic landscape, sociolinguists have also looked at how they are visually and materially represented. For example, is it carved in stone, or handwritten on a piece of paper and pasted onto the window of a restaurant?

And most recently, I'm interested in how people interact with the linguistic landscape because the linguistic landscape of a place can demonstrate how language represents the power of the dominant group. Besides that specifically in multilingual communities, the linguistic landscape can be a display of how languages are used descriptively, also we can see evidence of people's creativity with language to communicate a variety of messages in the linguistic landscape. So these are just some of the questions that we can look at when we research linguistic landscape. This

study was first introduced by Landry and Bourhis (1997) as the study of ole language in public space. Mulyawan (2016) stated that LL is a multilingual study of outdoor signs, especially as the language of commercial signs.

Linguistic landscape deals with situations and written linguistic facts that exist in an area, place, or social space. That is, there is also a linguistic landscape such as billboards/shops, signposts, or posters posted in public spaces using language(s).

Same as Landry and Bourhis (1997, 25): The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration.

The previous researcher, The results of previous relevant research that follow this research are research conducted by Ismita Hidayanti (2020) regarding a LL study on The Use of English Signage in Coffee Shops in Gresik. The method used in this research is the descriptive qualitative method, using a phenomenological approach. The results of this study are significant because no research analyzes figurative language combined with studies of the linguistic landscape in Indonesia. In addition, this research is more valid if it is carried out in all coffee shops in Gresik. Take photos, observe each detail category in the coffee shop, and conduct interviews with the coffee shop owner with direct observation. Furthermore, for future research, it is suggested to investigate more deeply how much figurative language is applied in coffee shops and provide broader insights into customer responses to the coffee shop concept.

Therefore, the existence of outdoor signs in every place, area, or territory is highly dependent on the status or development of that place. Thus, one place may be full of outdoor signs while another has few exit signs. In addition, the presence of outdoor signs also indicates the characteristics of the place. so that people are interested in reading and getting information about the place.

She inspires the writer to make my research version about the linguistic landscape but in Coffee shops in Padang do the results and review of this study have the same effect and reaction in the area that I am researching, the diversity of languages makes me interested in research, especially the language that is not spoken but people can understand, be influenced, invited, and even interested in what they read.

1.2   Research Questions

The research questions found in this study are;

1. How the linguistic landscape used in coffee shops in Padang?

2. What is the most dominant language used in coffee shops in Padang?

3. What are the function of linguistic landscape in coffee shops in Padang?

1.3   Purpose of the Research

Based on the problem above, the purpose of the research is formulated as follows:

1. To   identify how the linguistic landscape used in coffee shops in Padang.

2. To find out what ist the most dominant language used in coffee shop in Padang.

3. To analyze what are the function of linguistic landscape in coffee shops in Padang.

1.4 Limitation of the Research

The writer narrowed the focus to the linguistic environment of the coffee shops in Padang. The analysis discussed linguistic items like signs, advertisements, and shop signs for businesses. The data for the linguistic items included monolingual, bilingual, or maybe multilingual.

1.5 Significance of the Research

The results of this study were expected to be relevant and helpful both practically and conceptually in various of techniques, where they were anticipated to enhance linguistic theories, particularly those concerning the language environment in public spaces. Naturally, the study's findings can be used to introduce learners to the concept of linguistic landscape and how it manifests itself in daily life, particularly in public spaces and on signs found in coffee shops, as a practical reference for those interested in studying linguistics and conducting additional research in this area.