



**THE RELATIONSHIP BETWEEN ENGLISH MASTERY AND  
SOCIETY'S LANGUAGE ATTITUDE ON LINGUISTIC LANDSCAPE**

**THESIS**

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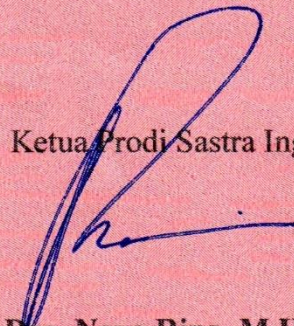
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# THE RELATIONSHIP BETWEEN ENGLISH MASTERY AND SOCIETY'S LANGUAGE ATTITUDE ON LINGUISTIC LANDSCAPE

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## ABSTRACT

The use of English on signages in public places is massive at this time, especially in the city of Padang. This research was conducted in two places, namely Minangkabau International Airport and Transmart Mall Padang. The focus of this research is the use of English (monolingual) signages in public places by using the theoretical approach of Landry, R. & Bourhis (1997) and analyzed relationship between English mastery and Society's language attitudes towards the linguistic landscape. The method used in this study is a mixed-method (qualitative and quantitative). Qualitative method is used to explain the data that has been collected and the results of interviews from respondents who feel disturbed and undisturbed by the use of English signages in public places. The quantitative method is used to analyze the relationship between English mastery and Society's language attitudes towards the linguistic landscape. From the results of the study, it was found that the dominant type of linguistic landscape in Transmart Mall Padang is bottom-up (47 signages), due to many commercial activities such as store names, trademarks and private announcements. while at Minangkabau International Airport, the dominant type of linguistic landscape is Top-down (39 signages) because there are many of information containing instructions or announcements. From the results of the study, it was also found that there was a negative correlation between English mastery and society's language attitudes toward linguistic landscape.

***Keywords: Linguistic Landscape, Public space, English mastery, language attitude***

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