

## **CHAPTER I INTRODUCTION**

In this chapter, the writer presents some points related to this research. These points consist of background of the research, research question, purposes of the research, limitation of the research and significance of research.

### **1.1 Background of The Research**

Language has an important role in communication. The communication can be done successfully or not depending on the language used. Language is divided into two parts, namely spoken and written language. In everyday life, language is used as a communication tool to convey ideas and express social identity, including communication in the form of signages in public space.

Linguistic Landscape (LL) is a study that focuses on the use of language in public space, whether monolingual, bilingual, or multilingual Zahra, Setia, & Zein, (2021). The use of language in public spaces, such as billboards, shop names and government and private institutions is usually influenced by multilingualism.

Research on Linguistic Landscape is mostly carried out in few areas such as Urban area Ayuningsi (2021). The representation of meaning and interpretation of language displayed in public space is a part of the focus of Linguistic Landscape research.

Linguistic landscapes are often ignored by most people, especially in the city of Padang, which has been heavily dominated by foreign languages, especially English. Increasing bilingualism in public signs around us can have an impact on people's perceptions of the use of Indonesian language as a *lingua franca*, especially in public

spaces. This is contrary to the Law of the Republic of Indonesia Article 36 Number 24 of 2009 concerning the State Flag, Language and Emblem, as well as the National Anthem which states that:

*“Bahasa Indonesia wajib digunakan untuk nama bangunan atau gedung, jalan, apartemen atau permukiman, perkantoran, kompleks perdagangan, merek dagang, lambang usaha, lembaga pendidikan, organisasi yang didirikan atau dimiliki oleh warga Negara Indonesia atau badan hukum Indonesia” (Kementerian Pendidikan Nasional, 2009).*

The Indonesian Language must be used for the names of buildings or buildings, roads, apartments, offices, trade complexes, trademarks. trade, business symbols, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities (Ministry of National Education, 2009).



*Picture 1 Sign in Transmart Padang*

The language presented on the sign above is known as monolingual information since it is provided in only one language. Language markers such as It may also be difficult to obtain essential information for those who do not speak English. Informative and symbolic purposes are the two major roles of linguistic landscapes, which are not clearly defined in the image above. Furthermore, it is in violation of government restrictions enshrined in the Indonesian constitution. The use of monolingual symbols in English is certainly not an obstacle for people who can communicate in English. English proficiency or English mastery is one of the determining factors for the success of delivering communication in public spaces through monolingual signs. English mastery can also be used as an indicator to see how people react to symbols in public spaces that use English. People's reactions to different language variations are a definition of language attitude.

This is what motivated the author to conduct research on the linguistic landscape in the city of Padang and to examine what are correlations between English mastery and society's language attitude towards linguistic landscape.

## **1.2 Research Question**

Based on the background above, the Researcher formulates the Research question of the study as:

1. How are the Linguistic Landscapes used in public space in Padang?
2. What are correlations between English mastery and society's language attitude towards linguistic landscape?

### **1.3 Purposes of The Research**

Based on the problems of the study above, this study is intended to describe:

1. To investigate the language used on signages of public space in Padang.
2. To know Correlations Between English Mastery and society's language attitude towards Linguistic Landscape on signages of public space in Padang

### **1.4 Limitation of The Research**

Based on the above explanation, the researcher performed study in public areas particularly shopping malls (Transmart Mall Padang) and Minangkabau International Airport to determine the linguistic landscape using theory by Landry, R. & Bourhis (1997) focus of the data are signages used in English (Monolingual sign). The researcher then examines Correlations Between English Mastery and society's language attitude towards Linguistic Landscape on signages of public space in Padang by using PET test to examine English mastery and questionnaire to see the Society's language attitude.

### **1.5 Significant of The Research**

Based on the research objectives described above, this research provides a theoretical and practical significance

#### **1. Theoretical Significance**

This work can contribute to the field of linguistic landscape research. Furthermore, this study might be utilized as a supplement for students, particularly those studying linguistics and want to undertake research on the linguistic field.

## 2. Practical Significance

Through this research, readers can better understand the linguistic landscape, and increase language awareness, especially in public space in Padang. The readers also can understand people's attitudes towards language signs written in their environment based on the rules that apply in Indonesia.