



THESIS

A STUDY OF LINGUISTIC LANDSCAPE IN THE SHOPPING CENTER IN CIBUBUR

:TOP-DOWN AND BOTTOM-UP CATEGORY

Submitted to Fulfil a Partial of Requirement for S1 Degree

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Bung Hatta University

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DECLARATION

I declare that this thesis is entirely my own work aside from where reference is made in the text of this thesis.

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ABSTRACT

This research analyzes the linguistic landscape in the shopping center in Cibubur specifically Trans Studio Mall Cibubur by using Landry and Bourhis theory. It was aimed to analyze how the linguistic landscape used in Trans Studio Mall Cibubur and the reason of using English or bilingual sign in Trans Studio Mall Cibubur. The data were analyzed using a descriptive qualitative method and the data were focused on linguistic signs in Trans Studio Mall Cibubur which included 112 signs that were monolingual, bilingual, multilingual, and symbol. There were 20 signs that used Bahasa Indonesia-only, 50 signs that used English-only, 35 signs that used English-Bahasa Indonesia, 2 signs that used English-Bahasa Indonesia-Japanese, and also 6 symbols in signs. The reason of using linguistic signs to adapt the times, using English languages, to assist and attract local and international visitors.

Keywords: Linguistic Landscape, Linguistic Sign, Trans Studio Mall Cibubur

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The researcher realized that this thesis is far from perfect. But, the researcher expect this thesis would helpful for all of the readers. May Allah SWT bless all of us.

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