

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Language is defined as human identity from generation to generation. Language and speaker can never be separated because they are related towards each other. Every country in this world has its own cultures and languages as well as identity, and has its own characteristics which is different. People can express their minds and their feelings by language. To increase our knowledge, we need language for giving, getting and searching information that we can not deny. Language also expressing thoughts and feelings, without language every human will be difficult to communicate with each other, by communication people can build a great relationship. However, language is not only listened and talked, sometimes language can be the purpose of symbolic.

In all around us, linguistic components shown in textual forms which are on sign, advertisement, traffic sign, commercial signs, posters and so on. According to Akindele (2011), signs are used to deliver messages of interest of the public, such as topographic information, directions, and warnings. These communication signs can consist of street names, place names, traffic signs, bulletin boards, or, most commonly, billboards.

In addition, every visible object has a symbol in the form of text or drawing. Learning to read the text will help the reader understand, gain information, attract the reader's attention, and relate to what the reader desires. Sign is non-verbal language that has a function to do something or to get a location, and the advertisement has a function to engage the attention of visitors. All are semiotics that appear for another reason and are contained in a public sign.

Public signs are implied in places, products, rules and so on. It is also seen in advertising as a commercial context that has a purpose to receive the attention of the business or products. People may not realize or pay attention to the fact that environment can clearly communicate in each of these signs with other people through the language. This linguistic context is referred to as the linguistic landscape. (Artawa & Mulyawan, 2015).

A linguistic landscape is a research into the forms in which languages are represented in public areas which including signs, banners, advertisements, and artwork (Wardhaugh & Fuller, 2015). English became the most commonly spoken language in all around the world and it represents modernism. Therefore, many places, such as food places, cafés, and stores, tend to use English. However, not all customers will comprehend or be eager to learn the meaning. The signs are intended to attract customers that the products they are purchasing represent modernity, joy, and an image abroad. (Akindele, 2011).

Linguistic landscape variations in specific areas are influenced by various of factors, including living standards of the people, types of community life, and the area's status. These aspects have a large influence by focusing to a sign of someone's comprehension (Artawa & Mulyawan, 2015). People nowadays use linguistic landscape in certain places, for instance in rural areas. It is possible that there will be no signs in a foreign language (English), because the lifestyle does not require for the use of a language that many people do not understand. This is a huge improvement from everyday life in a metropolitan city.

As can be seen in Cibubur as a city in East Jakarta and as the Metropolitan city, in Cibubur area there are several linguistic landscapes. The second language is used by people to guide and to inform. Many signs in shopping center in Cibubur use a foreign language that is English, it shows that the city are in modernization era.

From those statements above, the researcher focused on linguistic landscape in shopping centers in Cibubur entitled "A Study Of Linguistic Landscape in the Shopping Center in Cibubur". The researcher interested in the signs of linguistic landscape and the researcher conducted this research to identify the types and how the language use in the shopping centers. Moreover, the research about linguistic landscape is still limited. Generally, many people are aware that signs in the form of English written, however many people have

no understanding that the sign is known as linguistic landscape. English known as a global language and English became the first foreign language for people from different countries and modern language. People think that English influenced by modernization era. It is a significant study because of the using English as a foreign language in the linguistic landscape in shopping centers in Cibubur that is Trans Studio Mall Cibubur, this mall is one of the biggest mall in Cibubur.

## **1.2 Research Questions**

The research questions found in this study is formulated as follows:

1. How is the linguistic landscape use in the shopping center in Cibubur?
2. What are the point of view of using English or bilingual sign in the linguistic landscape use in the shopping center in Cibubur?

## **1.3 Purpose of the Research**

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

1. To find out the use of linguistic landscape in the shopping center in Cibubur.
2. To see and to find out what are the point of view of using English or bilingual sign in the linguistic landscape use in the shopping center in Cibubur.

#### **1.4 Limitation of the Research**

To limit the research, the researcher focused on linguistic landscape in Trans Studio Mall Cibubur. The analysis was discussed on linguistic items such as sign, advertisement, and commercial shop signs. Then, the linguistic items was consisted of monolingual, bilingual and multilingual as the data.

#### **1.5 Significance of the Research**

The result of this research are expected to be useful theoretically as well as practically. This research would gain information, knowledge or as reference about linguistic landscape. Moreover, this research would help the students especially English students for those who interest in linguistic theories especially about the linguistic landscape in public space. In addition, this research would be more understand by the reader about linguistic landscape especially in the shopping center in Cibubur or any other location.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORK**

#### **2.1 Review of Related Literature**

In this chapter, the researcher explains the theory which are used for this research.

##### **2.1.1 Sociolinguistics**

One of the part of linguistics that studies the relationship between language and society is sociolinguistics. Sociolinguistics is related to society, it is because of the society is the user of the language. The study of sociolinguistics focuses on the relationship between language and society, studying why people speak differently in different social contexts (Holmes, 2013). People communicate use a certain language in the society that they understand. Each society has its own language in order to communicate and how they communicate differs from one another. Holmes (2013) stated that the way people speak in different social contexts shows how they share information from one context to another and all of these factors can be studied through sociolinguistic research.

Abramova (2016) stated that linguistic landscape (LL) is a relatively new branch of sociolinguistics that came as a result of interest in multilingualism, language ecology, and globalization tendencies in which languages interact to create the global environment.

Sociolinguistics is also concerned with the social dimensions of language. It examines how social factors influence language choices by studying linguistic features used by groups of people. Van Herk (2018) stated that examines how language changes depending on location, social status, and time. Sociolinguistics includes the study of gender, age, ethnic varieties, speech communities, and social class. One's social class is defined by one's material possessions as well as one's social status or rank in society (Oakes & Rossi, 2003). Social class includes classifying people together and classifying their status within society based on the groups to which they belong. There are four categories of social classes which are lower class, working class, middle class and upper class. In addition, someone is classified upper class if he or she has position and other materialistic things in a society. On the other hand, someone is classified lower class or poor if he or she has little possession or no position in society at all.

## **2.2 Theoretical Framework**

This conceptual framework review includes an explanation of the theoretical foundation that will be used to answer the question of the research.

### **2.2.1 Linguistic Landscape**

Linguistic landscape (LL) is the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public on government building that tend to form of linguistic landscapes of given territory, region or urban group (Landry and Bourhis, 1997). Landry and Bourhis's definition explains that linguistic landscape are the languages of sign. Linguistic landscape refers to how language is displayed in public spaces, which includes signs, advertisements, billboards, and anything else that can be found in public places.

Goster (2006) explained how multilingualism and bilingualism influence language diversity as in linguistic landscape. It is a common phenomena in this world. Both the languages diversity and the different of language vitality have the important implications to the individuals and the societies. In addition, Landry and Bourhis (1997) stated that linguistic landscape has two functions: informative and symbolic. Informative function indicates the borders of the territory of linguistic group. It shows that a specific language or language for communication



or to sell products. On the other hand, the symbolic function refers to the value and the status of the languages regarded.

### **2.2.2 Types of Linguistic Landscapes**

Signs are important objects in landscape linguistic research. A sign is a part of written text that gives information or instructions in a specific location. Sign is defined as any piece of written text, including anything from the small handwritten sticker attached to a lamp-post to huge commercial billboards outside a department store. He claims that the sign function is to deliver meaning the messages of general public interest, such as topographic, information, directions, warnings, instruction, and so on (Backhaus, 2007).

Linguistic landscape classified into two kinds. Based on Artawa and Mulyawan (2015) stated that the linguistic landscape is formed into commercial and non-commercial signs. Commercial sign is any sign that functions as an advertisement focuses on offering something, whereas a non-commercial sign is any sign that functions as a notification or regulation sign.

Moreover, in the book of *linguistic landscape a new approach to multilingualism* described linguistic landscape to top-down and bottom-up (Ben Rafael et al, 2006).

The top-down linguistic landscape parts are public institutions, public sites sign, public announcements, and street names. These parts issued by the state and local government. The bottom-up linguistic landscape parts are shop names, business signs and personal announcement. These parts issued by shop owners, and businesses. In addition, to identify between top-down and bottom-up approaches in the linguistic landscape, consider the following:

**Table 1**  
**Types of Linguistic Landscape**

| Category  | Type of item   |
|-----------|--|
| Top-down  | 1. Public institutions: religious, governmental, municipal-cultural and educational, medical.<br>2. Public signs of general interest.<br>3. Public announcements.<br>4. Signs of street names. |
| Bottom-up | 1. Shop signs: e.g. clothing, food, jewellery.<br>2. Private business signs: offices, factories, agencies.   |

|  |   |
|--|---|
|  | 3. Private announcements:<br><br>‘wanted’ ads, sale or rentals of<br><br>flats or cars. |
|--|---|

There are three types of signs based on the number of languages used. There are monolingual, bilingual, and multilingual. The ability to speak only one language is referred to as monolingual. The ability to communicate in two languages is referred to as bilingual, whereas multilingual refers to the ability or competence to communicate in more than two languages.

### **2.2.3 Motives of Linguistic Landscape**

Based on oxford dictionary on fourth edition, motive is a idea of doing something. Motive are related to motivation. A motive is a powerful need that leads a person to action (Kotler, 2002). For instance, English is used in advertisements to make them more innovative and impressive. Therefore, the aim here is to keep up with social improvements in order to make the advertisement more innovative by using English.

#### **1) Motives using English**

Nowadays, people prefer to speak in English which is modern instead of speaking in local language. English had

grown to be an important international language for the community and a subject taught in national and international schools (Lauder, 2008).

There are many factors why people use English, especially in Indonesia. Lauder (2008) explained that as the first foreign language in Indonesia, English is essential to the growth of the economy, international relations, education, media technology, communication, and international travel.

## **2) Motives of using English in the Linguistic Landscape**

Based on Cenoz and Gorter (2009) one of the most significant part of the globalization process is the presence of English in the linguistic landscape. Many linguistic landscape researchers have presented findings. For instance, Akindele (2011) in her findings, English influences the linguistic landscape in Gabarone, Botswana. After analyzing all of the languages displayed on all of the signs, she discovered 175 signs that only use English.

There are various reasons for using English in the linguistic landscape, including the fact that English is a global language and more powerful than other languages used by people from different countries. According to Crystal (2003)

English is widely approved as an international language. In addition, one of the reasons for the spread of English is globalization. The number of people who speak English defines its global status.

### **2.3 Previous Research**

Many other researchers have examined linguistic landscape research. All of the studies deal with various types of languages as well as people. As the growing population becomes more globalized, different types of linguistic landscape studies become accessible to researchers. Furthermore, the findings of each study show differences from one another.

The research of the linguistic landscape in Mekele's main shopping areas, Ethiopia conducted by Woldemariam and Lanza (2009) that the majority of signs were bilingual, and English was the only or second language found in signs. The local population's ability to use languages with growing global impact may contribute to English's widespread use. Aside from that, some stores use it to attract more customers as well as for decorative purposes. This research is important and useful to the researcher's research study which will look at the dominant language used in linguistic items, whether monolingual or bilingual, and whether English was discovered to be the only language used or a second language.

Goster (2006) in his journal, *“Introduction: The Study of Linguistic Landscape as A New Approach to Multilingualism.”* According to him, both meanings are used in the studies of the linguistic landscape presented here. On the one hand, there is the literal study of the languages as they are used in signs, and on the other hand, there is also the representation of the languages, which is important as it relates to identity and cultural globalization, the strong influence of English, and the revitalization of minority languages. The research of the linguistic landscape is still in its earliest stages of development. It is becoming more common in sociolinguistics and applied linguistics.

Another researcher of linguistic landscape is Wang (2015) in his thesis, *“Linguistic Landscape on Campus in Japan - A Case Study of Signs in Kyushu University 2015”* stated that this research is aiming into multilingual university campus signs in Japan, as part of an effort to widen the definition of linguistic landscape research. There was some sign features, and the campus had its own personality. The majority of Ito campus of Kyushu University are bilingual Japanese and English, with Japanese being the dominant language. According to the findings, students put a high priority on bilingual ability in their academic lives, while maintaining multilingual contact to some extent in their daily lives. The important languages chosen by the students are consistent with actual language usage.