

LINGUISTIC LANDSCAPE AT SUPERMAL KARAWACI TANGERANG

A THESIS

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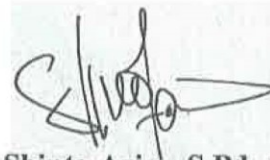
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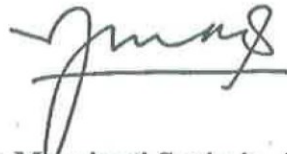
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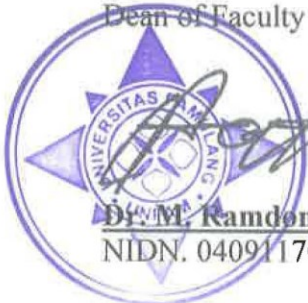


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PREFACE

This study is conducted as the final project at the English Department, Faculty of Letters, Universitas Pamulang. The title of this study is “Linguistic Landscape at Supermal Karawaci Tangerang.” This study examined the Linguistic Landscape, language display on signs found in public spaces (Supermal Karawaci). However, the writer realizes that this study is still far from perfection. Thus, the writer accepts all criticism, comments, and suggestions regarding the concerns proposed in this thesis. Thus, the advice from readers might guide the writer to make better studies in the future. Hopefully, this research can be helpful as a reference for other writers and a good source for readers to enrich their knowledge, especially on the topic of Landscape Linguistics.

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ABSTRACT

This study analyzed the Linguistic Landscape in a large shopping center in the Tangerang area, Supermal Karawaci. This study examined the types of signs and the diversity of languages on signs, and the public's perspective about the variety of languages at Supermal Karawaci. This study used mixed methods; qualitative and quantitative. Of the many pictures taken on signs at Supermal Karawaci, only about 122 signs were valid for data and analysis based on the theory of Landry & Bourhis (1997). This study showed that the types of signs in Supermal Karawaci are dominated by personal signs (92%). Also, the language displayed on signs is dominated by signs that contain one language (69%). Then, the languages found on the signs were Indonesian (53%), English (31%), Japanese (9%), Chinese (3%), French (2%), and Arabic (2%). In addition, the use of various languages displayed on signs at the Supermal Karawaci has a significant role in presenting information to the public through the writings listed on the signs. Meanwhile, the Supermal Karawaci's visitors considered displaying various languages on the signs at Supermal Karawaci was positive. There was an advantage from using the multiple languages displayed on the signs; introduce the foreign languages besides Indonesian or local languages written on signs at Supermal Karawaci.

Keywords: *bilingual, language displayed, linguistic landscape, monolingual, multilingual, public space*

ABSTRAK

Kajian ini menganalisis Lanskap Linguistik di sebuah pusat perbelanjaan besar di kawasan Tangerang, Supermal Karawaci. Penelitian ini mengkaji jenis-jenis tanda dan keanekaragaman bahasa pada tanda, serta pandangan masyarakat tentang keanekaragaman bahasa di Supermal Karawaci. Penelitian ini menggunakan metode campuran; kualitatif dan kuantitatif. Dari sekian banyak gambar yang diambil pada rambu di Supermal Karawaci, hanya sekitar 122 rambu yang valid untuk data dan analisis berdasarkan teori Landry & Bourhis (1997). Penelitian ini menunjukkan bahwa jenis rambu di Supermal Karawaci didominasi oleh rambu pribadi (92%). Selain itu, bahasa yang ditampilkan pada tanda didominasi oleh tanda yang mengandung satu bahasa (69%). Kemudian, bahasa yang terdapat pada rambu-rambu tersebut adalah bahasa Indonesia (53%), Inggris (31%), Jepang (9%), Cina (3%), Prancis (2%), dan Arab (2%). Selain itu, penggunaan berbagai bahasa yang ditampilkan pada rambu-rambu di Supermal Karawaci memiliki peran penting dalam menyajikan informasi kepada masyarakat melalui tulisan-tulisan yang tertera pada rambu-rambu tersebut. Sementara itu, pengunjung Supermal Karawaci menilai menampilkan berbagai bahasa pada rambu-rambu di Supermal Karawaci itu positif. Ada keuntungan dari menggunakan berbagai bahasa yang ditampilkan pada tanda; memperkenalkan bahasa asing selain bahasa Indonesia atau bahasa lokal yang tertulis di rambu-rambu di Supermal Karawaci.

Kata kunci: *dwibahasa, lanskap linguistik, monolingual, multibahasa, ruang publik, tampilan bahasa*

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The Writer,
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