

CHAPTER I

INTRODUCTION

1.1 Background of Study

The use of language in each group can identify the group's identity by only distinguishing the language they use in social communication (Meyerhoff, 2006). Through the variety of languages spread throughout the world represents the differentiation of group language in each region. We can distinguish between groups based on the use of language. Consequently, the identity of a person or group can be identified through the language they use in daily conversation. The use of language in public spaces certainly has benefits for humans. Through the use of language can unconsciously tell the identity of a group in the area. For instance, if a dominant area used Mandarin, it was inevitable that the Chinese dominate the identity of the largest group in that area. However, the use of the language can also keep up with the times. For instance, the use of English used in trademarks as a buyer attraction. The use of language can have a significant impact on the activities of enduring. The use of language is not only for communicating to exchange information. It showed that language could affect various aspects such as identity, information, and marketing tools. From here, it has meant that language has a significant role in our personal life. Moreover, the most extensively used language in the area can express its position. That means that the more residents use the language, the more language is the majority language group.

However, the use of language is not only used orally but also in written form, such as on the signs (Gorter, 2006). Signs are shapes or forms made of wood,

metal, or plastic with words or pictures. Hence, signs give us information about something or give us warnings or instructions (HarperCollins, 2019). Written language is the same as oral language because it has a role that functions to flow expressions. We can find it in public spaces such as stations, roads, shopping centers, airports, markets, etc. For instance, in the surrounding environment, we can find languages on the signs that contain information. The function of language on signs in public places is generally aimed at people who visit the place to understand and obey the signs that have been placed there. However, signs work to make someone know their meaning is to read the language listed on the signs. Thus, the language that most groups understand will generally also be found in a public space. The use of language can be applied or mixed and matched in various manifestations. The use of language printed in signs is usually physical, such as sounds, pictures, actions, etc. (Backhaus, 2007). For instance, at the shopping centers that are compatible with a vast landscape. The shopping center area is large, and there are many parts of the building that are filled with numerous sorts of tenants, such as clothing stores, restaurants, and many more. In linguistic, it is a study in Sociolinguistics which is defined in Linguistic Landscape (henceforth, LL).

Linguistic Landscape deals with the use of written language in public spaces. Also, LL has its characteristics, such as linguistic, social, cultural, and political contexts (Ben-Rafael, Barni, & Shohamy, 2010). Apart from this, LL is related to language listed in the public sphere, which means can find it in spaces that can be explored by many people, like public places. There were usually many signs in public places such as street names, road directions, and or prohibition signs

containing one or two languages. For instance, a sign containing a language embraced in that place or a commercial banner with two languages listed at a crossroads. Apart from the roads, one can also find such signs in places like amusement venues such as a shopping center identical to the public sphere, which people hit with various backgrounds. The use of language on signs tends to choose the local language and the most widely spoken language globally, as found in Supermal Karawaci, where there was much diversity in languages. Supermal Karawaci is one of the major shopping centers in the Tangerang area. This shopping center is quite large and impeccable such as restaurants, coffee shops, bakeries, supermarkets, etc. Accordingly, many tenants with different backgrounds rent places at Supermal Karawaci, such as businesses from China, America, Japan, etc. It was because the layout of this shopping center was quite strategic, for it was in an area that was quite crowded with citizens from various backgrounds. Furthermore, the diversity of backgrounds of tenants showed the diversity of languages that appeared at Supermal Karawaci. Hence, that matters made the writer interested in analyzing LL at Supermal Karawaci.

1.2 Statements of the Problem

The problems to be analyzed in this study are formulated as follows:

1. What are the types of Linguistic Landscape found on signs at Supermal Karawaci?
2. What are the languages displayed on the signs at Supermal Karawaci?
3. What are the responses from the respondents (shoppers) about the Linguistic Landscape found at Supermal Karawaci?

1.3 Scope and Limitation

The scope of this study is to analyze the field of Sociolinguistics, one of the branches of Linguistics. Besides, this analysis is limited to one of the sub-branches in Sociolinguistics, the Linguistic Landscape (henceforth, LL). Since LL is related to the appearance of language displayed in public space, this analysis focused on LL objects such as signs, store signatures, trademarks, inscribed murals, and banners issued by Supermal Karawaci and the tenants that settled there.

1.4 Goals of the Study

The goals of the study are:

1. To identify types of Linguistic Landscape are found on signs at Supermal Karawaci.
2. To discover the language displayed that are found on the signs at Supermal Karawaci.
3. To define the responses from the respondents (shoppers) about the Linguistic Landscape found at Supermal Karawaci.

1.5 Functions of the Study

The function of this study are:

1. To develop the experience and ability of the writer in analyzing Linguistic Landscape.
2. To profits for other, especially English department students, who need references on Linguistic Landscape.
3. To provide erudition approximately Linguistic Landscape for those who demand it.

1.6 Systematical Presentation

This paper is divided into five Chapters. Chapter I is all about the introduction that informs what this paper is about. Meanwhile, Chapter II is about the explanation supported by expert evaluation. Then, Chapter III is about research methodology. Meanwhile, Chapter IV contains findings and a discussion about what the writer got in this study. Last but not least, Chapter V is about conclusion and suggestion. Each section in this paper has its function. The section of this chapter certainly has a function in this paper. Therefore, the writer includes an interpretation of each chapter as follows.

Chapter I is an introduction that includes a study background that provides information on the topics discussed in the paper. Then, a statement of the problem contains problems related to the topic. Then, the scope and limitation describe the domains and limitations that the writer studied. Then, the goal and function of the study contain the objectives of this study. Last but not least, a systematic presentation explains the research list in the paper.

Chapter II consists of related studies, a review of literature, and a theoretical framework. The related studies section contains writings made by other people with the same topic. It examines the differences and similarities from the references of previous studies—meanwhile, the literature review contains quotes from the theory of sociolinguistic understanding from experts. Then, the theoretical framework containing the theory is used to analyze data.

Chapter III is a research methodology consisting of an approach of the study, data source, data collection, and method of data analysis. The study's approach delineates what kind of method was used (qualitative or quantitative). Then, data source refers to sources of obtaining data for the study. Then, the technique of collecting data describes the steps in data collection. Last but not least, the method of data analysis is a way of presenting and analyzing the data collected and interpreted in Chapter IV.

Chapter IV contains the findings and the discussion composed by the writer. The findings can be described in this chapter. The writer is obliged to tell what she finds during the study. Then, the writer conducted a discussion about the data she had managed.

Chapter V contains conclusions and suggestions related to this study. The writer summarizes the conclusions regarding what has been obtained in researching this study. Then, the writer also gives suggestions to the readers or the next researcher.