

CHAPTER II

RELATED OF STUDIES, REVIEW OF LITERATURE, AND THEORETICAL FRAMEWORK

2.1 Related of Studies

Linguistic Landscape is an interesting topic to analyze. This topic deals with the use of language in public spaces. In the study of the LL, it commonly looks simple but is quite complicated. However, it does make people interested in finding out more about this topic. Backhaus (2007) argued LL was a relatively new sub-discipline of sociolinguistics with few theoretical advances. Therefore, several people are interested in and have examined the same topic. The following were brief of people and their studies in examining LL.

Astrinita (2019) with the study entitled *Linguistic Landscape in The Shopping Centers in Makassar*. She focused on LL types, frequencies, and motives for the use of English at the Shopping Centers in Makassar. To analyze the data, she used theory from Rafael, Shohamy, Amara, and Hect (2006). Also, in her approachment she was using qualitative and quantitative methods. In all of these, she found out the most dominant type of LL at shopping centers in Makassar was bottom-up, and the most dominant language was English as the result of the types of LL at shopping centers in Makasar. Also, she found out, the motive for using English was because it followed the trend.

Firdausiyah (2019) also studied the topic of Linguistic Landscape entitled *Linguistic Landscape Study in Mambaus Sholihin Gresik Islamic Boarding School*. She focuses on researching the languages used in plaques, plaque

categories, and plaque formation in the LL of the Mambaus Sholihin Islamic Boarding School. In her study, she used theories from Landry and Bourhis (1997), Reh (2004), Spolsky and Cooper (1991), and Gorter (2006). Besides, the approach method used was qualitative and quantitative. She found that English, Arabic, and Indonesian were mostly found in the Putri Mambaus Islamic boarding school. Also, in her finding, plaques have many functions such as building names, information, prohibitions and orders, slogans, and learning media.

Hardika (2019) examined LL entitled *Linguistic Landscape In Public Space: A Study Of Sign In Kualanamu International Airport*. The writer used quantitative and qualitative research methods. His study focused on types, features, and construction of the linguistic Landscape in Kualanamu International Airport. In his research, he uses the theory of Cenoz-Gorter (2008). The result of his study was that the monolingual sign was mostly found at Kualanamu international airport.

Based on the related studies above, there are similarities and differences between the previous and the writer's studies. The writer of this study focuses on the types of signs, the language displayed using the theory of Landry & Bourhis (1997), and discover the view from the shoppers about the LL of Supermal Karawaci. Wich different from the previous studies above. Thus, the similarities of the three previous studies above had the same topic with this writer, about LL. However, the three have other differences, such as the theory they used to analyze their study and the three previous studies that used a different object to be analyzed.

2.2 Review of Literature

In conducting this study, the writer listed several aspects related to this study.

2.2.1 Sociolinguistic

Language and society have a bond with each other which is defined in Sociolinguistics. Sociolinguistics studied the relationship between language and society in different social contexts (Holmes, 2013). Every human being uses language; choosing to interact with other humans, the language used can refer to the environment or social environment around the residence. Through another talker, humans use language to interact with others to get information about what is going on in the world today, but what makes the difference is how to use the language and to whom the language is used. A group in an area generally has a language that only that group speaks. For instance, how a child talks to his parents will differ from how he talks with his peers. The way the child talks is most likely influenced by where he socializes. Accordingly, the language style of a child will change and adjust his speaking style to older people. They tend to use high diglossia where the vocabulary used is between families. What is certain is that in the family, there are norms and manners in speaking. Meanwhile, when he is with his friends or equivalent, his language style will be more adapted based on their equality or use low diglossia. That is what is meant by using language in a different social scope because it depends on whom the other person is talking to.

Meanwhile, Wardhaugh & Fuller (2015) state that Sociolinguistics studies language work in everyday social life. Social and language are related to each other.

Social can shape language, and language can shape someone's social. Every human being can have their way of using language. In this case, social can form a person's language patterns. Where the person lives or socializes generally shapes the way the person talks. For instance, if a child with a social background is accustomed to using formal language from a young age, he will naturally get used to speaking that way.

Meanwhile, a person's language can determine their social status. There are differences in the use of language based on social. For instance, using language between teachers and students will be more formal, while interactions between peers such as friends will be more relaxed or informal. However, Meyerhoff (2006) explains that Sociolinguistics has a very broad field because it can have various meanings based on its use. In that sense, sociolinguistics is about the use of language in public spaces and the role of language in society. Every human being and language must have a process before the occurrence of attachment to each other. Language is formed based on the factors surrounding the human being, and other things trigger the people to use language based on what they want to convey through their language.

Some experts have their opinions on the meaning of Sociolinguistics. However, there is a similar meaning in which Sociolinguistics is the study of social and language. Social and language are closely related. It cannot be denied that social and language form each other. Also, the diversity of language in one's social domain can describe one's characteristics. Also, the use of language in a place can identify

a group in that area. The more languages found in a place, the more groups there exist in that place.

Furthermore, language that appears in a certain area in which written language emerges in the public sphere is generally based on a group that controls a particular language. The language published in public is generally related to the ability of a group to comprehend the language. In addition, the use of language in public spaces can identify which language group is the largest. The more a language appears in an area, the stronger the position of that language. That is a concern related to the Linguistic Landscape related to the public and the written language used.

2.2.2 Linguistic Landscape

The use of language printed on signs in public spaces can be referred to as LL. It deals with the use of language in the geography in the public area. We can find the languages that are printed on road signs or directions. Landry & Bourhis (1997) state that the function of LL was informational and symbolic. Signs containing language can show the dominance of the language in that place, then through the emergence of a language informs which language is the strongest in that place and confirms what language is used in that place.

Additionally, LL is linked to Sociolinguistics since it deals with the connection between language and the human environment. LL is a study that studies the phenomenon of language in public spaces that humans manage. Hélot et al. (2012), as cited in Wardhaugh & Fuller (2015, p. 86), state that LL was the

emergence of language in the public space proving the underlying ideology about specific languages and their speakers. The emergence of various languages in the public space can reflect group identity in a language contained in that space. Meanwhile, Ben-Rafael (2009) states,

The notion of “linguistic landscape” (LL) refers to linguistic objects that mark the public space, i.e., inscriptions—LL items—that may refer to any written sign one finds outside private homes, from road signs to private names of streets, shops or schools. (Ben-Rafael, 2009, p. 41)

Ben-Rafael (2009) states that LL refers to the emergence of the language used in public spaces. The use of language marked with signs in the public space, whether managed by the government or private, has the same function. The use of LL has the purpose of being a marker at a location. Meanwhile, Mulyawan & Maharani (2019) have their own opinion about LL:

The term Linguistic Landscape is a new domain in linguistics specializing in the study of street names, place names, billboards, traffic signs, offices, information boards, shop signs, and so on, as well as everything related to urban information that is viewed from a language perspective. (Mulyawan & Maharani, 2019, p. 84)

Similar to Ben-Rafael (2009), Mulyawan & Maharani (2019) also state that language in public spaces appears to have benefits such as determining locations, providing information, and marketing tools. Linguistic Landscape can notify the type of language in the appellation of Sociolinguistics in a place (Landry & Bourhis, 1997). That explained if a dominant language can be an indicator of the use of language to people from outside the region. It indirectly provides information about the language used in the area. Also, it showed the identity of language usage in the area.

Based on some understanding of LL by the experts, it can be concluded that LL is a study that discusses the language of signs in public spaces. The use of language that appears in the public domain can identify the dominant or used by residents in the area. Besides, the use of language contained in a landscape can reveal the identity of the population. That explains if the use of language printed on signs or symbols in public spaces has concepts and has various types and forms of appearance.

2.2.3 Types of Linguistic Landscape

The use of language in producing signs has a variety of different types depending on who made it. Landry & Bourhis (1997) identified types of Linguistic Landscapes divided into two types, government and private or non-government; these are often used in both public and private spaces.

2.2.3.1 Government Sign

The government sign refers to the official signs, which can be found on public signs or institutions formed based on government policy. Official signs include road signs, street names, place names, city halls, stations, airports, and others related to the government. As stated by Landry & Bourhis (1997), language in producing signs has various types depending on who made it. Landry & Bourhis (1997) identified types of Linguistic Landscapes divided into government and private or non-government; these are often used in public and private spaces.

Government signs refer to public signs used by national, regional, place names, street names, and inscriptions on government buildings,

including ministries, hospitals, universities, town halls, schools, metro stations, and public parks (Landry & Bourhis, 1997, p. 26).

The government has its own rules in the use of language on signs or symbols. They issued a policy in determining the appropriate layout for the placement of these symbols or signs, which has a goal for the people's good.

2.2.3.2 Private / Non-Government Sign

The private sign or non- government domain means that the owner makes it. Landry & Bourhis (1997) state,

Private signs on storefronts and business institutions (e.g., retail stores and banks), commercial advertising on billboards, and advertising signs displayed on public transport and private vehicles (Landry & Bourhis, 1997, p. 26).

Which is unrestricted from government regulations such as writing style, color, naming, size, and layout of signs arranged based on the business owner's preferences. Also, the placement of signs is not under the auspices of the administration. In other words, as long as the construction is not tied to the government, the sign remain as a private sign.

2.2.4 Language Displayed

In society, there are various types of languages used in communication. The diversity of languages in a sign can reflect the diversity of language groups in the area. The signs used in public spaces can be Unilingualism/Monolingual, Bilingual, or Multilingual (Landry & Bourhis, 1997), Unilingual/Monolingual between L1/L2, and dominant or balanced in Bilingual between L1/L2. Besides, the diversity of languages that appeared in public spaces can reflect the diversity of language groups present in the given territory. Furthermore, the variety of

languages in the public sphere can reveal the dominant and weakest language groups in the given territory. The variety of languages used in signs or symbols certainly makes it easier for foreign-speaking groups. Therefore, several symbols or signs use one or two languages in one sign. Some signs use more than two languages in one sign.

2.2.4.1 Monoligualism / Unilingualism

Language experiences are quite diverse, ranging from speaking only one language to more than one language. A person who only relies on one language both in speaking and writing is included in Monolingualism. Monolingualism or unilingualism is the use of one language. Monolingualism is when a person only speaks and writes based on one language (HarperCollins, 2012). The use of one language only that obtained from childhood continues until adulthood. For example, someone who grows up in an environment that adheres to one language will only be familiar with the language they are received since childhood.

Meanwhile, Mack (1997) states that a monolingual is defined as an individual who only speaks one language. However, those who only master one language since childhood can develop or learn other foreign languages when they grow up. For example, Indonesian students get foreign language subjects such as English or Mandarin. The aim is to introduce other unfamiliar languages and become familiar in students' ears for the future: Indonesian students, especially those whose children mostly speak only one language. Then, after getting an education on foreign languages from school, they can

slowly transform into individuals who can master two languages. That explains if someone who initially can only use or is fluent in one language can reach another language and change it from Monolingual to Bilingual or even Multilingual.

The explanation above relates to the monolingual sign that there is only one language on the signs listed in the public space. Furthermore, a monolingual sign that used only one language that many people accept. Which language was the only language that could be used or applied around the spaces. Here is an example from Monolingual Sign.

Monolingual Sign



Picture 1-Monolingual Sign

According to **picture 1**, it appeared that there was only one language listed on the sign. That sign is Monolingual in L2 because the language listed on the sign is not the language used in the area where the sign is located. The example above used English only; the thing that affirms it was the use of English words *Marketing Gallery* which, if translated into the local language (Indonesia), means *Galeri Pemasaran*. Based on the theories of several experts, the definition of monolinguals itself has similarities and slight differences. The completion of the definition above explained that someone who only uses one language since childhood, both speaking and writing, can have the opportunity to be bilingual or multilingual.

Meanwhile, the use of one language only on signs is called Multilingual Sign. The language listed on the sign is the most widely used in that neighborhood so that the neighboring environment gets the language on the sign. Also, originally monolingual signs can change to bilingual or multilingual depending on the placement of these signs in public spaces.

2.2.4.2 Bilingual Sign

A person who is able or proficient in two languages can be categorized as bilingual. Bilingualism is the appellation of the ability to speak two languages. That phenomenon usually occurs naturally. Usually, people with bilingual skills are accustomed to speaking more than one language since childhood. However, it is possible for those who only use one language since childhood to acquire bilingualism. Someone who can use more than one language can generally describe the identity of the user.

Meanwhile, Meyerhoff (2006) defines that people who can be bilingual must understand accurately and have this knowledge from the surrounding environment. It is seen that the existing environment is a significant factor in the occurrence of such expertise. For instance, a person living in a bilingual environment to communicate is more likely to acquire two languages. Also, they can speak more than one language or influence by more than one variety of languages. Thus, bilingualism is generally very sensitive to variations in the vitality of the language they use. It is similar to the use of two languages on the signs. The bilingual sign is the use of two languages printed on signs in public spaces. Usually, the two languages used

in these signs are the language adopted by the surrounding community. The use of both languages is every day in use. However, executing two languages on signs is beneficial for people who adhere to one of these languages. The following is an example of a bilingual sign.

Bilingual Sign



Picture 2-Bilingual Sign

Picture 2 is the example of a bilingual sign; two languages are listed on the sign, i.e., English and Indonesian. From the example above, This sign is included in the Bilingual balance category between L1(Indonesia) and L2 (English) because the composition of the two languages does not dominate each other. Besides, that shows that if two groups of people in this area, one group can use English because it is the dominant language. Meanwhile, another group uses Indonesian as a language that people in the region often use. Therefore, there are two different languages in one sign which aims to make it easier for both parties.

From the opinions of the expert above, it concluded that bilingualism is someone able to use more than one language, which can show someone's characteristics in language sensitivity. The ability to acquire two languages has a background in its formation. The factors that support the formation of this ability come from the environment and socialization. Still, the biggest

factor comes from families who adhere to two languages in daily speaking so that all members of the family, especially children, have a better chance of reaching two languages. A person who is fluent in two languages is generally fluent in both languages. They can change their language according to the needs they want. That one can be categorized as bilingualism.

Meanwhile, the use of two languages on signs in public spaces is included in the bilingual sign category. The two languages used in signs generally use the languages spoken by citizens in the neighborhood. So that indirectly, it can show the identity of an area only based on the languages in the public space. The language that appears on signs depends on the language used most frequently. In the sense that the social environment is related to one another because it forms one another.

2.2.4.3 Multilingual Sign

The ability to master more than two languages is called multilingualism. Edwards (2013) states that multilingualism could occur because immigrants, both settlers and colonizers, bring different languages to an environment. This shows that the arrival of a group with a different language can be a factor in multilingualism in a place visited. For example, Singapore adheres to various languages such as Malay, Mandarin, English, and Tamil. This allows individuals who grow up there to master more than two languages because they have acquired more than two languages since they were young. There are many immigrants from various countries in

Singapore, such as China, India, Arabic, Malay, etc. This is a factor that someone can call multilingualism.

Multilingualism is a condition in which a person or group is capable or able to master various languages. They use the language depending on the language's needs—for instance, a child born to a partner with a different language background. The father uses Arabic, while the mother uses Indonesian, which is used to communicate between families. Then they live in a country that speaks English. So, that child can speak three languages based on need. Then the family can use or be proficient in all three languages. The family can be called multilingual since the family adheres to multiple languages used in everyday life.

Based on the understanding by the expert about multilingualism has in common with a multilingual sign. Which on the signs, there are more than two languages listed. However, the language determination in the signs is aimed at each entity that adheres to languages in the same area. For instance, there are various kinds of immigrants from various regions with different languages. The languages that are published are the ones that are encountered most often, like the example below.

Multilingual Sign



Picture 3-Multilingual Sign

Picture 3 considered as multilingual sign in which there are three languages; Chinese, English, and Indonesian. Hence, the Multilingual Sign is a sign with more than two languages in which the language listed on the sign is related to the environment. Multilingual signs adopt more than two different languages, which are generally used to help citizens in an area where several languages are used to interact more easily in understanding regulations on signs based on the language they can understand.

2.2.5 Supermal Karawaci

Supermal Karawaci was formerly known as Lippo Supermal Karawaci, a large shopping center located in Karawaci, specifically at Lippo Karawaci 1200, Jl. Boulevard Diponegoro. Based on information on the official website, Supermal Karawaci has an area of 125,000 sqm. Supermal Karawaci provides various things such as entertainment venues, clothing stores, food stores, banks, and restaurants. Also, this shopping center building consists of 3 floors and the underground. The following is an overview of each sign based on the language displayed.

Each floor has a different iconic spot. For example, the first floor contains a coffee shop, restaurants, electronics stores, clothing stores, and an entertainment center, namely Timezone, where Timezone is the largest tenant on that floor, and many more. Then, on the second floor, there is also a place to eat, a bookstore, and a theatre, namely The Premiere, XXI, and studio 21. Last but not least, the third or top floor contains banks, food courts, and supermarkets. However, on the underground, apart from the basement, there is also a supermarket, namely a food

hall, a music shop, and many more. Supermal Karawaci can be categorized as a complete shopping center at affordable prices.

2.3 Theoretical Framework

In this study, the writer uses theory from Landry & Bourhis (1997) to analyze the types and language displayed on an object related to Linguistic Landscape (LL) found at Supermal Karawaci. Landry & Bourhis (1997) state that the types of LL are Government and Private or Non-Government. The Government signs are related to government policy, which means the official signs such as road names, road signs, stations, and others are related to a government institution. Meanwhile, Private or Non-Government signs, made or stated by the owner, such as shops, advertisements, etc., are related to non-official signs. Also, they state that the variation of language is used in signs can be Monolingualism or Unilingualism, Bilingualism, and Multilingualism.