

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Language serves primarily as a tool for communication, which almost always occurs in a social setting. Due to this, effective communication necessitates an understanding of the relationships that exist between a language and the users of it (Amberg and Vause, 2010). Language conveys the speaker's idea and hearer's comprehension of the language meaning. Language is a living thing in culture, and it is varied. Every culture in the world has a unique language, which is influenced by its surroundings. Language is utilized both in spoken and written form.

Linguistic items are things that are shown in text on signs, billboards, official notices, store windows, traffic signs, commercial signs, posters, etc. A sign is something that serves as a guide for how to conduct something or get place, and an advertisement billboard aims to grab people's attention. Backhaus claims that the sign's function is to communicate messages of general interest to the public, such as topographic data, directions, warnings, and instructions (Backhaus, P., 2007, p. 5). Public signs are markers for things like regulations, places, or other concepts. They often exist in marketing and advertising as a way to draw customers' attention to products or services.

The signs have been increasing extremely quickly as of late. This is evident in the quantity of visual data that is now available. The majority of signs are used in big cities, particularly in shopping malls, public spaces, industries, school, and university

environments such classrooms, halls, and corridors, as well as in materials and advertising announcements. This demonstrates the close association that exists between many languages and signs, particularly in metropolitan areas where ornamentation is essential for improving the attractiveness, modernity, and global reach of the city and attracting more tourists and shoppers. A sign as any written text, from a small handwritten label fastened to a lamppost to a sizable billboard advertising a business outside (Backhaus, P., 2007, p. 66).

However, it is important to understand that the language used by locals does not always correspond to the language that is displayed in public spaces. The motivation behind this is the global status of English. A language becomes a global language when it fulfills a unique function that is acknowledged in every nation in the world (Crystal, 1997). The spread of English was influenced by the US significantly for a number of various reasons, including historical factors and modernization.

We are currently concerned about the high exposure to foreign languages in public spaces. The best approach to learn is to do study on linguistic landscape, which tries to determine whether language signs are present or not in public areas and to understand the idea behind the development of various linguistic landscape variants.

Short notice is one language phenomenon to serve a piece of information or an instruction to the people in short terms. Short notice can be found in a public place to guide the people, for example, in the restaurant, hotel, coffee shop, university, office, and etc. That makes it easier for people to do their stuff there.

The field of short notices in this research is universities in Padang. University is an academic territory that serves various ways to display the information. In this case, the writer focused on short notices that are found in various places in universities, such as libraries, student activity centers, roads, gardens, corridors, and etc. various information will be served on short notices.

In conducting this research, a researcher interested to have a study that focused on linguistic landscape entitled “*Linguistics Landscape of Short Notices at Three State Universities in Padang*” This study provided a descriptive analysis of linguistic landscape in Andalas University, Padang State University, and Imam Bonjol Islamic State University. It revealed the the forms of Linguistic Landscape and the differences in the linguistic landscape of language choices at three state universities in Padang.

## **1.2. Theoretical Framework**

### **1.2.1 Language Variety**

The social standing of the person who speaks it affects the linguistic variation. Language diversity is a general term used in different societies to refer to different dialects. The phrase can distinguish between several languages in this context or identify both the language and the speaker. Language varieties or levels of usage that can be identified by the degree of formality and the choice of vocabulary, pronunciation, and punctuation are appropriate for a particular location and determined by the social role of the user (Herviyati & Fajar, 2014, p. 14).

Every language in the world differs from every other language. It might differ in terms of, among other things, vocabulary, pronunciation, style, dialect, and so on. A systematically different form from other forms of language is referred to as language variation. Language varieties are a group of linguistic forms used in certain social contexts and have a distinctive social distribution.

In this sense, the term "variation" refers to a broad concept encompassing accent, style, dialects, and even other languages competing with one another due to societal factors. Therefore, analysing the connections between language usage, social position, and institutional discourse is the main contribution of research in this field for differences among language users (Gruyter, 2004, p.123).

## **1.2.2 Linguistic Landscape**

### **1.2.2.1 Definition of Linguistic Landscape**

A study initiative called Linguistic Landscape (LL) focuses on the availability of written languages on public signs. Bourhis and Landry (1997, p.25) state that the language of street names, place names, commercial store signs, public signs on government buildings, and road signs come together to create the linguistic landscape of a particular territory, region, or urban agglomeration. It shows that the object of linguistic landscape study is language and signs scattered in several locations in public spaces.

An explanation of landscape linguistic theory is also explained by (Gorter & Shohamy, 2009) refers to the languages that are accessible in a particular location, specifically, the language that is used in cities, indoor markets, stores, schools, offices

of big businesses and the government, moving buses, campuses, beaches, and so on. The language and signs found in those locations are categorized as linguistic landscape's phenomena.

To find out the purpose of the landscape linguistic phenomena that occur around, it is important to know the advantages of the differences in signs, languages, and sequences used. In addition, Reh (2004. p.38) states that the study of the linguistic landscape allows conclusions to be drawn about the social strata of society, the relative status of various segments of society, and dominant cultural ideals.

#### **1.2.2.2 Function of Linguistic Landscape**

Landscape linguistic phenomenon comes to the public sphere. Therefore, the signs or the language used must have visibility and excellence. The values contained in the language and signs used will become a different means of communication to provide information, become an identity, and for interests that can be achieved in the public sphere.

The Linguistic Landscape of a region can serve two basic purposes, they are:

1. The Informational System

Its primary informative function acts as a characteristic marker of a region where a specific language group has formed itself as a long-term presence (Bourhis, 1992).

Thus, information on certain territorial boundaries and related areas can be categorized as linguistic landscapes.

In terms of information functions can make it easier for each party to provide information about territorial boundaries, place names, street names, and so on.

Furthermore, people who want to find information can be helped by the language or signs used in certain locations. Using interesting, concise and easy-to-understand language will make this phenomenon very functional.

### 1. The Symbolic Function

It makes sense if the presence or absence of a language on public signs affects each member of a language group, whether bilingual or multilingual, considering that the amount of language used on public signs differs among each member of a language group (Bourhis, 1992). Using symbols to provide information or instructions in public spaces will make this method more assertive. A phenomenon often encountered today regarding symbols or signs in public spaces, for example, '*no parking*' which uses the letter '*P*' with one cross line. This becomes a patent for a region or an entire region that agrees on the same meaning in a certain symbol.

#### 1.2.2.3 Kinds of Linguistic Landscape

The government and the private sign communities are two separate sign communities Landry and Bourhis (1997). While the linguistic landscape is made up of both commercial and non-commercial indicators, according to Artawa and Mulyawan (2015). A business sign should be used to describe any sign that advertises something. The term "non-commercial sign" can be used to describe any form of sign that functions as a notice or regulation sign (Landry & Bourhis, 1997; Artawa, K., & Mulyawan, 2015).

**Table 1.Types of linguistic landscape states by (Ben-Rafael et al, 2006)**

No	Category	Type
1	Top-Down	<p>1. A public institution, such as a hospital, school, or government</p> <p>2. A general interest sign</p> <p>3. Announcements made in public</p> <p>4. A street name sign</p>
2	Bottom-Up	<p>1. Food and clothing shop signs.</p> <p>Private business signs: offices, industries, and agencies</p> <p>3. A personal announcement: a discount or automobile rentals.</p>

#### 1.2.2.4 Motives of Linguistic Landscape

The reason for an action is called a motive, which is related to motivation. The processes that affect people's conduct are referred to as motivation. On the other hand, Kotler claims that a motive is a strong need that drives someone to take action (Kotler, P., 2002).

Intrinsic and extrinsic motivation are two categories of motivation. Intrinsic motivation, in contrast to extrinsic motivation, can only be found in internally motivated people. The urge to engage in an activity due to the inherent delight of doing so is known as intrinsic motivation. Extrinsic motivation is the tendency to

engage in an activity because it comes with an advantage or disadvantage. (Ryan & Deci. 2000)

#### 1. The motive of Using English

English is widely used in many important fields in the contemporary era of globalization. First, most people are interested in learning and using English because it is an international language. Secondly, as a medium through which scientific information and innovative technologies can be examined for application to succeed in the global market. Thirdly, as a source of vocabulary for creating and exploiting indigenous knowledge. Therefore, many factors influence English usage, and the massive number of people who do so globally can be considered a legitimate explanation for its status in Indonesia. (A. Lauder, 2008)

#### 1. The motive of Using English in Linguistic Landscape

Numerous reasons contribute to English's dominance on the language scale. English is a universal language, and the proliferation of English results from globalization. The popularity of English is largely attributable to the amount and quality of people who speak it (Crystal, D., 2003).

Shohamy and Gorter (2009) show that one of the most obvious signs of globalization is the dominance of English in the linguistic landscape. Numerous studies of the linguistic environment have proved this. For instance, Akindele (2011) found that the dominant language in Gabarone, Botswana, is English. After looking through all the languages stated on all the signs, he found 175 signs only in English (Shohamy & Gorter, 2009; Akindele, 2011).

#### **1.2.2.5 The value of politeness in the linguistic landscape**

According to Leech (1983), politeness can be determined as “strategic conflict avoidance” shows how much effort is put in to avoid conflict and make a harmonious interaction between the speaker and listener. To get appreciation, the speaker has to be good at choosing words. Politeness makes people comfortable in communication and reduces the risk of conflict. In all cultures, politeness is one of the key elements of language and communication. There is no exception when it comes to using words in public. Politeness is important in selecting appropriate words and signs so that the reader or recipient of the information can feel comfortable.

#### **1.2.3 Sign**

In linguistic landscape studies, the sign serves as the main object. A sign is a printed text that provides directions or information at a particular place. Backhaus (2007) defines a sign as any written text, from a small handwritten label fastened to a lamppost to a sizable billboard advertising a business outside (Backhaus, P., 2007, p. 66). Backhaus claims that the sign's function is to communicate messages of general interest to the public, such as topographic data, directions, warnings, and instructions (Backhaus, P., 2007, p. 5).

Appropriation, desire, transgression, and hybridity can all be used as signs on the Linguistic Landscape to indicate changes in the social environment (Backhaus, P., 2007). Furthermore, sign placement is crucial for understanding spatial "ownership," power relations, and interpreting contradictions and gaps in social structures. For example, public space is described by Shohamy and Gorter (2009) as "streets, parks,

billboards, shops, stores, and offices." However, most of the era's public space is made up of areas considered to be in the downtown core, i.e., the congested groups of streets and squares while most people are not at work (Shohamy & Gorter, 2009).

There are four types of signs declared by Backhaus (2006). They are:

#### 1. Government sign vs Private sign

Public government signage includes street signs, place names, street names, government buildings, hospitals, schools, universities, city halls, metro stations, and city parks. While private signage includes billboard advertisements, commercial signs on shops and business buildings, and advertisements on private and public transportation.

#### 1. Top-Down and Bottom-Up

Street signs, public announcements, and street names are examples of items provided by national and public bureaucratic agencies included in the top-down strategy. Contrarily, bottom-up branding consists of things business owners or social businesses say, like store names, company names, and individual remarks (Ben-Rafael et al., 2006).

#### 1. Commercial and Non-commercial

Non-commercial signs are used to convey public information or notifications without any profit orientation. In contrast, commercial signs are produced to draw attention to specific products or services that are profit-oriented.

#### 1. Private and Public

In general, the dominance of a language on street signs in a particular area indicates the status and strength of various linguistic communities there. Therefore, public signs may be monolingual, bilingual, or multilingual to reflect the diversity of a language group in a certain area (Bourhis, 1992).

Private signs are thought of as a way to convey information personally. Personal signs include advertisements posted on billboards, commercial signage at storefronts and business premises, and advertisements placed on public and private vehicles. On the other hand, the language of the private sign is untouched by the state.

#### **1.2.4 Monolingualism**

A monolingual person cannot switch between speaking two languages. They only use their language for communication (Lam, 2001). Although many Indonesians are multilingual and speak various regional languages, some of their population is probably monolingual. This factor is one of the triggers for short notices that only use one language and maintain language culture.

#### **1.2.5 Bilingualism**

According to (Nababan, 1986, p. 27), bilingualism is the act of communicating in two languages habitually. As a country with so many language variants, Indonesia has many people who have bilingual abilities. This is due to the fact that the majority of Indonesia's regions have their mother language. In contrast, as the second language, individuals obtain Indonesian at school and outside of their local environment.

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### 1.3. Review of Previous Studies

All the previous studies helps the researcher in conducting this research. How they develop strategies in conducting research and how they analyze data affect the author's view in writing this research. These factors make it easier for the author to do this research and has right direction in completing this project. The first research is from Erna Andriyanti (2019) entitled *Linguistic landscape at Yogyakarta's senior high schools in multilingual context: Patterns and representation*. This study analyzes the sign patterns, language use, and language situation as represented by five senior high schools' LL in Yogyakarta. Three patterns can be seen in the symbols of the school's linguistic landscape, and they all indicate to the existence and promotion of multilingualism in Yogyakarta schools. Furthermore, out of the seven languages used, five are studied by students: English, Arabic, Javanese, French, and Bahasa Indonesia. The results of this study show three lingual patterns, ranked from the most to the least frequent: monolingual, bilingual, and multilingual signs. All five schools had bilingual and monolingual signs, although only three had multilingual ones.

Arabic, English, and Bahasa Indonesia were all present in all three patterns. French and Javanese were both employed in both monolingual and multilingual patterns. Sanskrit and Latin were only encountered in monolingual forms. The signage serves as a way of communication and representation that is both symbolic and educational. The studied school linguistic landscape represents the languages used there and how they are positioned in relation to the school surroundings. While Javanese is excluded, Bahasa Indonesia is dominant. Although English is frequently used on school signs, this only shows how little the sign makers know about the language. Arabic usage is connected to the Islamic identity of schools. Javanese is utilized as a symbol of culture. The research includes details on a number of linguistic examples in the phenomena of linguistic landscapes. Additionally, the location is in an academic area, specifically a senior high school. This is certainly in line with the thesis that researchers are working on with data collected within the university.

The second research is from Oktavianus (2022) entitled *Multimode and Multirole of Languages in Public Spaces*. The designs and functions of languages as text in public areas are discussed in this writing. The study's findings demonstrate the variety of designs and functions that languages expressed in text in public areas have. The text should be studied in public areas using integrated approaches and theories. This research states that public areas are the main setting for the usage of languages with a variety of purposes and designs. There is not a single sign used in any one text. Language use in public places is quite fluid. In addition to serving as a means of communication, language in public places also serves as a social control tool, a tool

for developing moral character, a marker of cultural identity, a resource for teaching and learning, and a subject of linguistic study. This research helps the writer in understanding the linguistic landscape with a more diverse view. This study describes the multimode and multirole events that occur in the linguistic landscape area

The third research is from Dany Ardhian and Yusri Fajar (2017) entitled *Linguistics Lanscape in Malang City, East Java*. According to the Linguistic Landscape Top-Down and Bottom-Up (Landry and Bourhis, 1975) theory of language usage, this study intends to analyze the use of both monolingual and bilingual languages, and to analyze the purpose of language codes use. Sources of the data were Kertanegara, Soekarno Hatta, and Sigura-Gura in Malang City. The findings show The Top-Down displays monolingual and bilingual codes in Indonesian, English, and Javanese, and Bottom-Up indicates in Indonesian, English, Javanese, Arabic, Japanese, and Dutch. Furthermore, the three motives found are (1) language revitalization, which includes the use of the mother tongue as an official language, language preservation, and history; (2) globalization markers, which include modernization, branding strategies, expansion strategies, and cultural introductions; (3) community development, branding strategies, and cultural preservation all contribute to the existence of identity. From this previous study which uses the theory of Landry and Bourhis, it is certainly a value for the authors of this study to better understand the theory. The identification of top-down and bottom-up in this previous study illustrates more clearly the differences between these two types of linguistic landscapes.

The fourth research is from Gunawan Widiyanto (2020) entitled *Linguistic Landscape In Museum Radya Pustaka Surakarta*. This study answers the questions of what languages are used in informational signs in MRP, how the languages are used from the size viewpoint, and how their positional configuration is determined by the historical objects in Museum Radya Pustaka (MRP) in Surakarta, from the perspective of Linguistic Landscape (LL). The content is examined based on (1) language name, (2) size, and (3) positional configuration. According to study, stakeholders in RPM have employed monolingual, bilingual, and multilingual signs to offer information on historical items in MRP, with the bilingual sign having dominant role, namely bahasa Indonesia and English. Multilingualism (Javanese, Indonesian, English) which is present in the textual information sign also gives information about the composition sociolinguistics in Surakarta City, especially in the MRP heritage area, that there are visitors who speak Javanese as their mother tongue, Indonesian-based, and visitors (foreign tourists/tourists) who speak English.

The fifth research is from I Wayan Mulyawan and Ni Ketut Ratna Erawawti (2019) entitled *Linguistic Landscapes In Desa Kuta*. The purpose of this study was to determine whether Linguistic Landscapes (LL) existed in Desa Kuta. Desa Kuta is a popular Bali tourist location. The presence of outdoor signs along Desa Kuta's roads is a clear indication of the significant improvement in the distribution of information. Based on the findings, there are 2.549 signs along Desa Kuta's main roadways. With 1.332 signs, English is the language most commonly used (52%). There are 1.603 business signs, or 65% of all the signs. 2.320 out of the total signs

(93%) have an informational purpose. This research shows that a culture and environment greatly influence information and the way it is conveyed. By looking at the influence of the tourism culture that is so prevalent in the area, the information provided is mostly in English, whether it is for commercial or informative purposes. The choice of this method is certainly very useful because most of those who visit this area are foreign tourists and they really need good information and offers in the international language, namely English.

#### **1.4. Research question**

This research aims to see linguistic landscape on short notices used in three state universities in Padang. Short notice is used to find in the simple form; simple words, short term. That makes people easier to understand the message of the short notice. This research identifies the short notices by following the research questions below:

1. What are the forms of Linguistic Landscape at three state universities in Padang?
2. What are the differences in the linguistic landscape of language choices at three state universities in Padang?

#### **1.5. Objective of the Research**

This research aims to see linguistic landscape on short notices used in three state universities in Padang. Short notice is used to find in the simple form; simple words, short term. That makes people easier to understand the message of the short notice..

The researcher focuses on finding out two primary purposes of conducting this work based on research questions. They are:

1. To find out what are the forms of Linguistic Landscape at three state universities in Padang?
2. To find out what are the differences in the linguistic landscape of language choices at three state universities in Padang?

#### **1.6.Scope of the research**

The scope of this research focuses on analyzing what are the forms of Linguistic Landscape and the differences in the linguistic landscape of language choices at three state universities in Padang. The limitation the field of the data is these three state universities have large area and they are three biggest state universities in Padang. Big universities certainly have a large area and there are many communication phenomena happens. This certainly makes many ways of communication can be done in this area. One of the methods used is to provide short notices at various angles to convey information. The writer completes the data by observation to the universities.