CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language helps in determining an individual's identity. However, the relationship between language and identity is very close. With language an individual can show his/her identity as well as their differences and similarities with other individuals. One proof of the importance of language in determining identity is the use of language in the name and label of a shop. The function of a name and label is to identify products and brands. Moreover, the function of a name and label is to convey information and as an advertisement/branding of an existing product.

A good name and label of a shop determine the product class and show detailed information about a product. The name and label of a shop can be categorized as a good name if it can attract the attention of buyers, unique, authentic, and descriptive but also easy for people to spell and remember. The name and label of a store will reflect the identity of the store whether the name of the shop sounds fancy, elegant, unique, or very traditional. And also a shop label helps buyers identify the different products of each store.

Nowadays, more and more people rely on using different modes to communicate. Communication, in this study, is interpreted not only as an event of delivering messages from the sender to the recipient but also as an effort to offer meaning from the meaning maker to the audience, including consumers, as in an advertisement for a product. While fashion, according to Bezemer and Kress (2008:171), is "a socially and culturally shaped resource for making meaning,"

fashion is understood as a source that is socially and culturally formed to communicate meaning. This source is not limited to language only as a source that is familiar and commonly used but can also be referred to as images, sounds, spaces/spaces in which people convey messages and offer meaning.

Bukittinggi is known as a leading tourist city in West Sumatra. Bukittinggi used to be famous by tourists for its Fort de Kock fort, Sianok canyon, Japanese Caves, and The Jam Gadang - a clock tower is a symbol of this city and the most frequented by tourists. Bukittinggi is very popular with tourists because of its cool weather and strategic location. Bukittinggi is also popular as a shopping destination because there are cheap textile and fashion products.

As a city with various kinds of visitors from both domestic and foreign countries, Bukittinggi needs language to live as a tourist destination. The increasing number of tourists visiting Bukittinggi no doubt the interactions made by several ethnic groups create a multilingual phenomenon. Wardhaugh (2006:83) uses the term multilingual to refer to people who have the ability to speak more than one language. This applies in the context of spoken and written signs. Therefore, it causes a lot of signs, posters, shop names, and labels and information boards to be used in various languages in Bukittinggi

As Linguistic research that is popular today, the linguistic landscape become an interesting topic to be studied by lots of researchers. It describes all visible signs in public places that have an informational and symbolic function (Landry & Bourhis, 1997). Linguistic Landscape (LL) is a new discipline that can be seen as a branch of linguistics. The study of Linguistic Landscape first time was introduced by Landry and Bourhis. Landry and Bourhis (19997:25) say that the

language found in public spaces, such as street names, building names, shop or shopping center names, and other linguistic data, can be analyzed and researched using Linguistic Landscape studies. In other words, the linguistic landscape can be synonymous with or at least related to concepts such as linguistic markets, linguistic mosaics, language ecology, linguistic diversity, or linguistic situations (Gorter, 2006). From the definition above, it can be concluded that a Linguistic Landscape affects and is affected by the sociolinguistic characteristic of a particular area because the linguistic landscape around us is influenced and affects the language of the people in the area.

1.2   Theoretical Framework

1.2.1   Multimodality

Multimodality according to Kress and Van Leeuwen (1996) is a term used to refer to the way people communicate using different modes at the same time. This definition can be defined as "the use of several semiotic modes in the design of a product and in a certain way these modes are combined with strengthening, complement, or be in a certain arrangement" (Kress & van Leeuwen, 2001). Multimodality can also be said as a technical term that aims to show that the meaning that we have done so far utilizes various semiotics (Iedema, 2003). Kress and van Leeuwen also studies about the modes in multimodal discourse and interpret how these modes act together to reflect their significance according to a systemic functional grammar. Multimodality is a term used to refer to the way people communicate using different modes at the same time. According to Kress & van Leeuwen a multimodal text deals with text that contains verbal and visual interactions in semiotic mode to achieve communicative function from the text.

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For communication purposes, multimodality refers to a combination of writing, speaking, visualizing, sound, music, and others. Based on Halliday's systemic functional grammar, Kress and van Leeuwen in Guo and Feng proposed the theory of Visual Grammar, believes that every semiotic system has the ability to projecting social relationships between recipients and speakers. The above studies have contributed significantly to knowledge of multimodal discourse analysis and possess further enrichment for multimodal discourse analysis theory.

Multimodal was chosen in this study because it is a new way to communicate with others. Currently, research on Multimodal discourse analysis is fascinating to analyze. Today, more and more people rely on using different modes to communicate. Communication, in this study, is interpreted not only as an event of delivering messages from the sender to the recipient but also as an effort to offer meaning from the meaning maker to the audience, including consumers, as in an advertisement for a product. While fashion, according to Bezemer and Kress (2008:171), is "a socially and culturally shaped resource for making meaning," fashion is understood as a source that is socially and culturally formed to communicate meaning. This source is not limited to language only as a source that is familiar and commonly used but can also be referred to as images, sounds, spaces/spaces in which people convey messages and offer meaning. Kress and van Leeuwen (2002) even argue that color is also one of the semiotic modes because the meaning of a color can be different in different contexts and from other colors. Layout, including blank space or 'empty space' as in newspapers, is another example of semiotic mode (Kress & van Leeuwen, 2006).

In addition, the signage element is divided into two, namely visual elements

and linguistic elements.

A. Visual Elements

According to Kress and Van Leeuwen say that various visual elements in the text are moralized to show attitudes and evaluative attitude. Visual elements can be moralized as well as linguistic elements. There are three visual elements in multimodal, namely:

1. Lead

Lead is the main part of an advertisement. This element plays important role in print advertising, displayed in size, position and/or colors that should have the potential to create an impression and meaning to the user. Describes the reality created by its owner to attracting people's attention and interest (quoted in O'Halloran, 2004:163). Here are the examples:

Source taken from https://3jzi0q2zthm01oqpx2h96lz1-wpengine.netdna-ssl.com/wp-content/uploads/2020/03/cov-handwashing-poster-scaled.jpg

The example of Lead of this picture is the most salient image or the main focus which attract the attention of readers. The main focus of this picture can be seen

from the visual of washing hands. It describes that people needs to wash their hands.

2. Display

Cheong said that Display is a visualization of a product or service in advertising (cited in O'Halloran, 2004: 171). The visual display component serves to describe the product clearly and explicitly way, but the implicit function shown here is product realization or services that are not tangible become real through other media. The example is:

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Source taken from https://3jzi0q2zthm01oqpx2h96lz1-wpengine.netdna-ssl.com/wp-content/uploads/2020/03/cov-handwashing-poster-scaled.jpg

The example of Display can be seen from the picture above is the image of corona virus because the Display shows the effect of the Lead. The Display is the image of corona virus that go far away from hands. That means from the picture the steps the people who see this poster must be taken is washed their hands to prevent the virus.

3. Emblem

Emblem visual elements are realized visually through the advertised product logo of the product. Emblems provide identity or status for products located on any side to adjust the proportion text. The position of the Emblem is anywhere in the signage. The example of Emblem from the picture bellow can be seen in the red circle.

Source: taken from https://media-cdn.tripadvisor.com/media/photo-s/07/a0/82/f2/duta-minang-masakan-padang.jpg

B. Linguistics Elements

Following Cheong's analysis (2004: 173), the main linguistic elements that reveal and give the essence of the meaning contained in the text of the advertising message is: announcement in the advertising text is to provide three possible explanations: the announcement of the only advertising message, at most important interpersonal aspects, include messages in text and the catch-phrase aspect. There are five elements of language, namely are:

1. Emblem

Linguistics is realized through the form of a brand name or trademark. Emblem provides an identity or status for the product located on the side to adjust

the proportion of ad text. The position of the Emblem is anywhere in the signage. Here is the example can be seen in the red square.

2. Announcement

The most important linguistic component in an advertisement is Announcement. Primary Announcement contains three meaning, namely: 1. as the only advertising message, 2. Interpersonal importance between other messages in a message text, 3. as catch – phrase. Secondary Announcement has meaning interpersonally that is not too important in a ad text (Cheong, 2004 p. 173).

From the picture above the example of the Announcement is the sentence "Rumah Makan Masakan Padang." Because show the interpersonal importance between other message in the text.

3. Enhancer

Enhancer consists only of a linguistic component, usually in paragraph form. Interpersonally, Enhancer serves to influence the public. Because of that, Enhancer contains words emotionally and culturally, words that contain values in a social system. Logically, Enhancer explains the relationship between clauses (Cheong, 2004: 173).

Source taken from https://3jzi0q2zthm01oqpx2h96lz1-wpengine.netdna-ssl.com/wp-content/uploads/2020/03/cov-handwashing-poster-scaled.jpg

The sentence "wash your hands fight corona virus" is the material process because it needs people to do the action. This sentence explained the relationship between clauses and images.

4. Tag

Tag is certain elements of information about the product/service that not

included in the Enhancer captured in the Tag. The tag is usually in the form of a one-liner in small print and usually does not stand out as illustrated on the previous label signage advertisement. Grammatically, tags are usually manifested as non-limited (cited in O'Halloran, 2004: 174).

Source taken from https://3jzi0q2zthm01oqpx2h96lz1-wpengine.netdna-ssl.com/wp-content/uploads/2020/03/cov-handwashing-poster-scaled.jpg

"Alabama Public Health" is the participant which is given the warning for people about corona virus.

5. Call and Visit Information

Cheong explained that Call and Visit Information consists of contact information about where, when, how the product/service is available to consumers (cited in O'Halloran, 2004: 174). Here is the example:
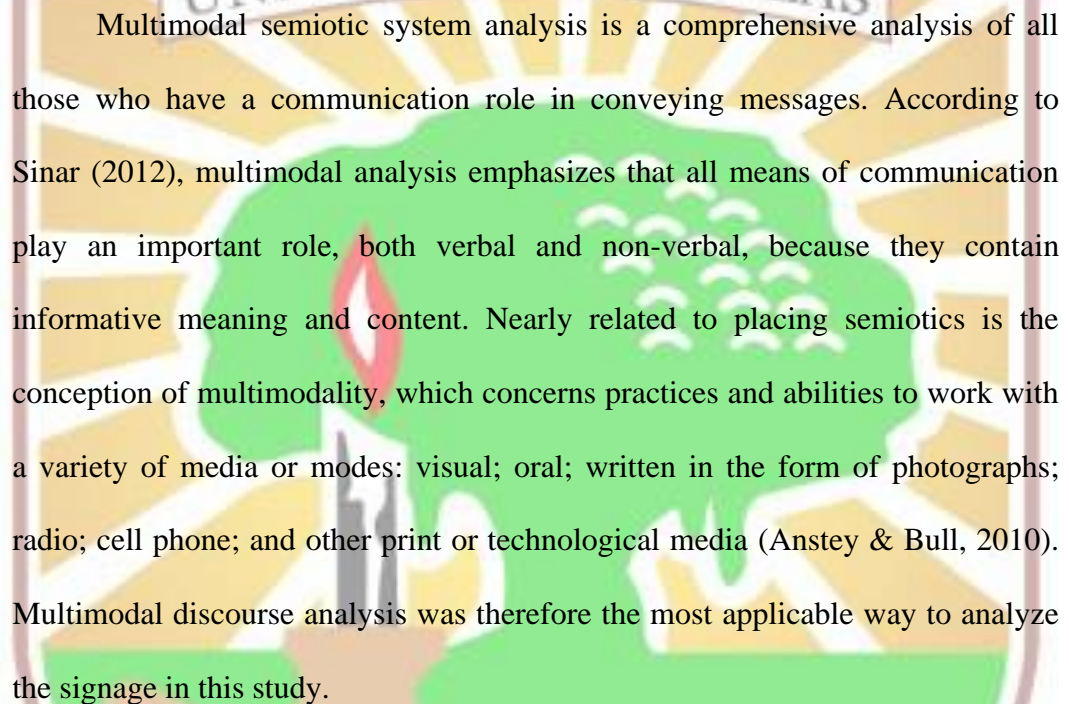
1.2.2 Multimodality, Semiotics, and Multilingualism

In Linguistics, the study of signs/signage is referred to as semiotics (Eco, 1976) which looks at how certain languages are used in particular signs in relation to where they are positioned, which may indicate the particular status of that language either within the community or the world. In multimodal analysis according to Michelle Anstey and Geoff Bull (2010) state that a text that contains a combination of two or more semiotics systems is called multimodal. It includes the following components:

a. Spatial: semiotic spaces, which refers to the framing of signage or advertising position of objects in space where it is normally possible.

b. Visual: refers to visual semiotics; color, vectors, and viewpoint in still and moving images because it has the component that makes the signage, such as the combination between image and text size, shape and color of letters, or other codes on a piece of signage. This is different from every signage item encountered because each sign has a purpose and a message to be conveyed.

c. Linguistic: contains vocabulary, grammar, and structure of written and oral language.

d. Audio: volume, rhythm, and pitch of sound or music.

e. Gestural: any movement, stillness, and speed in body language and facial expression

Multimodal semiotic system analysis is a comprehensive analysis of all those who have a communication role in conveying messages. According to Sinar (2012), multimodal analysis emphasizes that all means of communication play an important role, both verbal and non-verbal, because they contain informative meaning and content. Nearly related to placing semiotics is the conception of multimodality, which concerns practices and abilities to work with a variety of media or modes: visual; oral; written in the form of photographs; radio; cell phone; and other print or technological media (Anstey & Bull, 2010). Multimodal discourse analysis was therefore the most applicable way to analyze the signage in this study.

The focus on signs and the set of linguistic resources provides new analytical insights into our understanding of language and human interaction more generally as fundamentally social. While linguistic signs are the primary semiotic tool for representing and negotiating social meanings and relationships, this focus may explain the increased recognition in current research on multilingualism of the highly multimodal nature of communication.
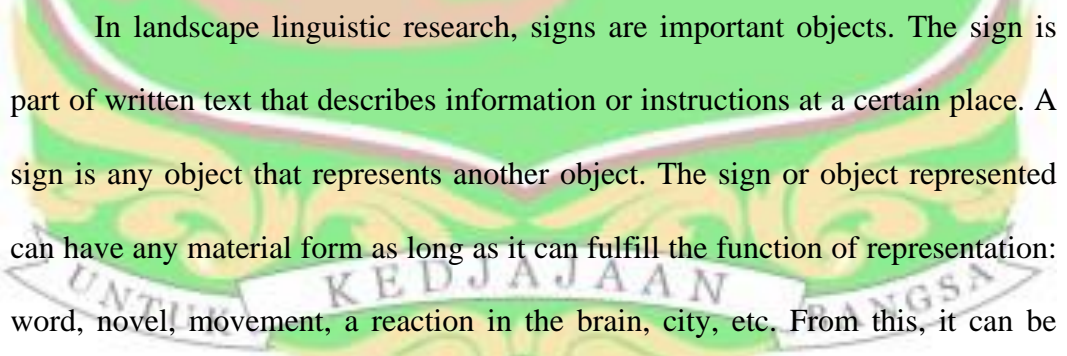
Multilingualism is an act of using multiple languages by an individual or society. It can be considered an individual ability, or it can refer to the use of language in society. Individual and community multilingualism are not

completely separate. It is more likely that individuals living in multilingual communities speak more than one language than individuals living in monolingual societies. These facts demonstrate a multimodal approach to multilingualism in which, according to Stroud (2009):

- Multilingualism is defined differently as a resource that spans different technology/modalities (such as multilingual signage);

- Multilingual practices circulate in various ways through semiotic artifacts (books, media, signs), in different ways; and different multilingual practices assign different values to language.

As can be seen above, the linguistic landscape of certain spaces is directly related to mobility sociolinguistics, where literacy becomes a mobile resource. All spaces and places we live in, from our homes and schools to cities and the world economic, are socially constructed. In other words, Linguistic landscape is part of the social construction of space and has a special effect on its population.

1.2.3 Sign

In landscape linguistic research, signs are important objects. The sign is part of written text that describes information or instructions at a certain place. A sign is any object that represents another object. The sign or object represented can have any material form as long as it can fulfill the function of representation: word, novel, movement, a reaction in the brain, city, etc. From this, it can be concluded that something that is a sign in one context can be an object in another context and vice versa. Signs can be divided into two types, namely linguistic and non-linguistic signs. Linguistic signs are from spoken and written language. Non-linguistic signs are body language and non-body language. Non-body

language conveys messages through images/pictures. In contrast, the sign and the configuration of signs in written language can be in the form of words, phrases, and sentences. The basic functional status of a sign means that its existence is related to its alignment in the meaning-making process.

1.3   Review of Related Studies

In this section, researchers are interested in conducting research to explore the use of multimodal discourse analysis and signs in public spaces. The first researcher is by Savitri & Rosa (2019) with the title "A Study of Multimodal Analysis in Smartphone Ads". This study aims to analyze multimodal in Samsung Galaxy S9 audiovisual commercials using the theory of systemic functional linguistics by Halliday, the multimodal theory by Kress & van Leeuwen and generic theory of structural analysis by Cheong. The findings of this study obtained that all semiotic systems in Samsung Galaxy S9 are in harmonious and complementary. The analysis also shows that there are five generic structures found in this ad video; lead, display, announcement, Emblem, call and visit. Meanwhile, other structures (tags and adders) not found in this advertisement.

The research by Oktaviani (2019) entitled *Linguistic Landscape: Case Study of Store Names in Gresik Kota Baru (GKB)*. The setting of this research was Gresik Kota Baru (GKB), which focus on shop names. The writer used qualitative approaches for the process. The writer presented two points of view to GKB visitors as shop names readers and creators. The writer conducted surveys and interviews to ascertain GKB tourists' responses about shop names written in various languages. The use of a mixed-method gives the data analyzed more accuracy but the analysis is only limited to the name of the shop and not the

slogan and logo (Oktaviani, 2019)

Wulansari (2020) entitled Linguistik Lanskap Di Bali: Tanda Multilingual Dalam Papan Nama Ruang Publik This research studies the language used in public spaces on the island of Bali. This study uses qualitative research methods, namely by taking a number of photos related to places to ate, places of worship, shops, and street names. This study focuses on calculating the percentage of languages used in Bali. From the results of the research, English is the most widely used in place names on the island of Bali, followed by Indonesian, Balinese, and Chinese. (Wulansari,2020).

Marnisa (2020) Linguistic Landscape Name and *Gala* in Lembah Gumanti Subdistrict**.** This study aims to describe the linguistic landscape form names and *gala* in Lembah Gumanti Subdistrict, identify the function of the linguistic landscape of names and *gala* in Lembah Gumanti Subdistrict, explore the meaning contained in the linguistic landscape of names and *gala* in Lembah Gumanti Subdistrict, explains the value contained in the linguistic landscape of the name and *gala* in Lembah Gumanti Subdistrict. This research was conducted qualitatively using a linguistic landscape approach. The data in this study are the names and *gala* in public spaces in Lembah Gumanti Subdistrict. Data sources are billboards, pamphlets, invitations, and social media (*Facebook*) in Lembah Gumanti Subdistrict. The research data was collected by being photographed using a smartphone and analyzed using the theory of language forms, language functions, language meanings, and cultural values. The method used to analyze data is the equivalent method. Data is presented using formal and informal methods. (Marnisa, 2020)

Elvonny (2020) entitled Linguistic Landscape of Sanjai Shop Signs In Bukittinggi and Bukittinggi-Agam Borderlands. This thesis is a study of the linguistic landscape of sanjai shop signs in Bukittinggi and Bukittinggi-Agam borderlands. This study aims to describe, identify and explain the form, meaning, and value contained in the sign of Sanjai shop signs. This research is a descriptive study using a qualitative approach. The data of this research are Linguistic and nonlinguistic signs in Sanjai shop signs. The data are collected by using the observational methods. The analysis of data is done by applying the referential and pragmatic identity methods. This study aims to identify the naming forms of linguistic and non-linguistic signs at Sanjai shops in Bukittinggi and the Bukittinggi-Agam border area. Then find out the meaning of linguistic and non-linguistic signs at Sanjai shops in Bukittinggi and the Bukittinggi-Agam border area. And the last one looks at the values contained in linguistic and non-linguistic markings on Sanjai shops in Bukittinggi and the Bukittinggi-Agam border area (Elvonny, 2020)

Isna (2021) the writer tries to analyze the Linguistic Landscape of English as the names and labels of the fashion shops in Padang. The purpose of this study is to determine the use of English and the percentage of labels and names of fashion shops in Padang. And to compare the use of the English language in two shopping centers, namely Transmart mall and plaza SPR. the writer takes data from observations in the shopping center and their website. To collect the data, the methods used are the non-participant observational method and the non-participant observation technique. The data was taken from the observation results. The data are the pictures of names and labels of the fashion shops in

Transmart mall and SPR plaza. To collect the data, the way that writer does analyze is by walking through the shopping centers and taking note of the name of the fashion shops. In this study, the methods used for analyzing the data are qualitative (Isna, 2021)

Apart from the five previous researchers, this research is different in terms of data source and also the objective of the research. The data of the research is written English used on label of Songket shops in Bukittinggi. The objective of this research is to identify how the roles of English as the labels of Songket shops in Bukittinggi. The analysis of data will be presented by using the descriptive qualitative method.

1.4   Definition of Key Terms

Several key terms are used in this writing to help the reader comprehend this research:

Multimodal: a text that contains a combination of two or more semiotic systems.

Sign: In landscape linguistic research, a sign is part of written text that describes information or instructions at a certain place. A sign is any object that represents another object.

1.5   Research Questions

Based on the background above, the researcher tries to analyze the Linguistic Landscape of English as the Names and Labels of the shop in Bukittinggi. Three questions become the focus of this research, they are:

1.   How do the linguistic elements and visual elements strengthen each other's meaning of selected English signage of Songket shops in Bukittinggi?

2.   What are the intentions of shop owners in using English as their label?

1.6   Objectives of this study

Based on the research questions above, the researcher provides the objectives of the research as follows: To describe how the linguistic modes and visual modes strengthen each other's meaning of selected English signage of Songket shop in Bukittinggi. To describe the intention of the informant that used English as the labels of Songket shop in Bukittinggi in assisting the marketing of a shop's products.