ENGLISH REPRESENTATION IN BUSINESS-SCAPE IN PADANG CITY: A LINGUISTIC LANDSCAPE EXPLORATION
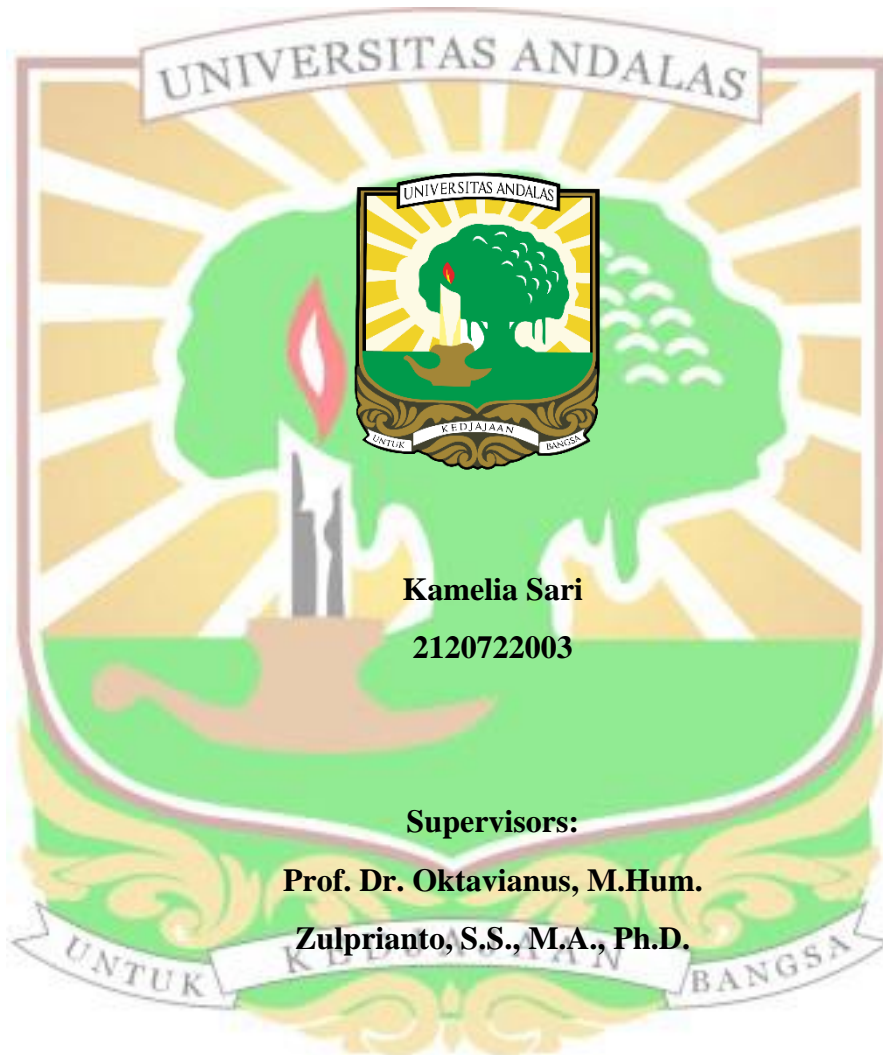
A Master's Thesis

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ABSTRACT

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This study was purposely done to investigate the representation of English on the business signboards in Padang along with business owners' reasons and customers' attitudes towards the use of English on the business signboards. The study was seen through a linguistic landscape perspective by applying Fairclough's three-dimensional model and Kress and Leeuwen's composition theory. A qualitative approach was employed in conducting this study as the researcher wanted to have an in-depth analysis of the data. Moreover, this research was a field study in which the researcher obtained the data by walking along and taking pictures of the business signboards that had English on them in Padang. Mahsun's MPE was utilised as the data are both linguistics and non-linguistics signs. The three-dimensional model including textual analysis, Discourse practice, and socio-cultural practice were the stages for the researchers to analyze the news. The findings of this current study showed that there were 687 signboards that used English in Padang. Moreover, 40 business owners and 45 customers are involved in this study. The study revealed that the business signboards in Padang represented English as an ancillary language as it mostly put on the bottom (26%) and right (23%) positions. The main purposes of using English on the business signboards in Padang were to attract customers and to make the business signboards looked sophisticated. Despite the fact that English was believed as significant on the business signboards by the customers, it did not affect their decisions to buy things or to use the services.

Keywords: *Business Signboards, English Representation, Linguistic Landscape, Three-Dimensional Model, Visual Semiotics*

ABSTRAK

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Penelitian ini bertujuan untuk menggambarkan dan mengungkapkan representasi bahasa Inggris pada papan nama bisnis di Padang beserta alasan pemilik bisnis dan sikap pelanggan terhadap penggunaan bahasa Inggris pada papan nama bisnis. Penelitian ini dilihat dari perspektif lanskap linguistik. Pendekatan kualitatif digunakan dalam melakukan penelitian ini karena peneliti ingin mendapatkan analisis yang mendalam terhadap data. Selain itu, penelitian ini merupakan penelitian lapangan di mana peneliti memperoleh data dengan cara observasi secara langsung dan mengambil gambar papan nama bisnis yang menggunakan bahasa Inggris di Padang. Lanskap linguistik, model tiga dimensi Fairclough, dan teori semiotika visual digunakan untuk menganalisis penelitian ini. Model tiga dimensi yang meliputi analisis tekstual, praktik diskursif, dan praktik sosio-kultural menjadi tahapan bagi peneliti untuk menganalisis berita.

Temuan dari penelitian ini menunjukkan bahwa terdapat 687 papan nama yang menggunakan bahasa Inggris di Padang. Selain itu, 40 pemilik bisnis dan 45 pelanggan terlibat dalam penelitian ini. Penelitian ini mengungkapkan bahwa papan nama bisnis di Padang merepresentasikan bahasa Inggris sebagai bahasa tambahan karena sebagian besar diletakkan di posisi bawah (26%) dan kanan (23%). Pemilik bisnis menggunakan bahasa Inggris pada papan nama bisnis karena mereka ingin menarik perhatian pelanggan dan membuat papan nama bisnis terlihat modern. Meskipun pelanggan percaya bahwa bahasa Inggris sangat penting pada papan nama bisnis, hal itu tidak mempengaruhi keputusan mereka untuk membeli barang atau menggunakan jasa.

Kata Kunci: *Lanskap Linguistik, Model Tiga Dimensi, Papan Nama Bisnis, Representasi bahasa Inggris, Semiotika Visual*