

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The power of words unquestionably has an impact on the world. Education, politics, commercials, socials, entertainment, and other professions are all affected. It can have a good, negative, or neutral impact. In education, words can be used to deliver the lesson and improve critical thinking. They also can sway public opinions and spread propaganda in politics. Through social media, words can play a role as a way to connect with friends, share information, or even spread hate speech. Meanwhile, in entertainment, words can be used to create characters and evoke emotions.

Language has an unrivalled power (Ponge & Gavronsky, 1979). It is important to use it thoughtfully and responsibly. People are becoming increasingly apprehensive about using it as a result of its power. They employ it sparingly in order to achieve their objectives. Thus, they may give their words more weight to make sure that the language that they use is meaningful.

Furthermore, language is a set of symbolic signals derived from the meanings of common speech signs (morphemes, words, phrases, and sentences) (Backhaus, 2006). It allows us to communicate with each other by conveying meaning through the use of these symbols. The symbols of language are arbitrary, but their meaning is derived from the common understanding of these symbols within a particular language community.

Language can be classified into three categories: interaction order, visual semiotics, and place semiotics (Scollon & Scollon, 2003). The interaction orders

deal with voice, movement, and gestures. Visual semiotics is concerned with texts and visuals. Meanwhile, location semiotics is concerned with non-linguistic symbols that convey language directly or indirectly.

In maintaining power, language covers hegemony, which does not lead to a conspiratorial ideological process but rather as a kind of social practice. The concept of hegemony, as stated by Suarez (2002 as quoted in Mustapha, 2014), refers to how it explores the power relationship between those in power. In which people in positions of power try to maintain their positions by using every method possible, including language.

Language use and its relation to hegemony are chiefly known as linguistic hegemony. Linguistic hegemony is a means of control that empowers and disempowers others, as explained by (Yoo & Namkung, 2012). English, one of the languages used the most globally, strongly influences other countries, making English-speaking countries look more powerful. As the globe gets more interconnected, English as a language franca will become ever more vital.

English is a widely used language in the world. It takes the first position as the global language. Even if it is not the first language, English has become a global language because of the great respect people in other nations have for it (Rohmah, 2005). When we can speak English, there is a privilege coming from our society. Moreover, English is believed to be the world's most popular second language (L2), with 753,3 million speakers (McGovern, 2019). It shows that the popularity of English in the world is promising. The use of English can be seen in many places, one of them is in public.

In the past, people were not attentive to language use in public spaces. However, it has become vice versa in recent years. Linguists analyze several topics related to languages in multilingual signs (da Silva et al., 2021). Language in public spaces is mainly presented through textual form as it appears on store windows, billboards, government notices, traffic signs, and other public spheres (Gorter, 2006). Textual language is permanent since it can exist separately from the moment of utterance and is not controlled by it (Backhaus, 2007; Coulmas, 2003). Each place and form have various ways of using the language. The language used in education will be different from that in business. Language is used in education to impart knowledge and educate people. The language employed in business is more geared at convincing readers to purchase the goods being offered.

The language used in any public space is called linguistic landscape. Specifically, the linguistic landscape, which focuses on the business area, can be called business-scape. Studying business-scape is captivating as business is a way to earn money fast. It means that businessmen and businesswomen can directly get money once people buy their products or services. English representation in the business-scape is crucial since we can see the intentions of the business through the language used in promoting their products and services. It can reveal their target market, motive, purpose, and pride. The power of English in the business-scape affects the perspective of the business.

Studies on the use of English in public spaces have been conducted by some researchers. These studies are classified based on the closest topic to this current research and are explained in the review of related studies. One of the studies was done by Zahara and Wijana entitled 'The Function of English Usage on Linguistic

Landscape of Padang: A Case Study on Khatib Sulaiman Street' (Zahara & Wijana, 2022). This study aimed at discovering the dominant language of monolingual, bilingual, and multilingual signs and to reveal the function of English on signboards. It applied both quantitative and qualitative approaches in explaining the data analysis. Zahara and Wijana combined some theories of linguistic landscape proposed by Landry and Bourhis (1997), Backhaus (2007), and Gorter (2006). These theories are used at the same time in the discussion part.

Padang is known as a city that has many businesses. According to Elfindri in Erinaldi's, Minangnese, minang people whose majority live in Padang, have principles of honesty, hard work, and caring for the employees make them reliable businessmen (Erinaldi, 2016). If we go to Padang, we can see that every place has stores. The various stores include culinary, services, cosmetics, laundries, and other kinds of stores. Even though Padang is known as the place that upholds its place, the language used in Padang is not only Minang. Padang also uses other languages that can be seen in public spaces. For instance, the use of English in the Chinese town 'Pondok area' in Padang's modern restaurants (Cindy et al., 2022). The use of several languages is called multilingualism.

Multilingualism employs multiple languages in speech or writing (Gorter, 2006). Multilingualism in the linguistic landscape shows the use of more than one language in the public sphere. Linguistic landscape study may allow us to understand the fast-changing urban landscapes and the increasingly multilingual worlds we live or experience through travel (Bolton, 2012; Manan et al., 2017). The language in public areas in Padang is multilingual since people use more than one language in some public spaces.

In Zahara's and Wijana's study, the researchers limited the study to Khatib Sulaiman Street. It tried to explain the function of using English in public spaces. Concerning the lack of research regarding the linguistic landscape in Padang, the current researcher intends to conduct research regarding the depiction of English in business areas in some places in Padang city. It can give more contributions related to linguistic landscape research in Padang. This research uncovers how the position of English and how it affects customers buying the products in some business areas in Padang. It is significant to analyze this study as it demonstrates the English representation in business-scape in Padang. It can reveal how businessmen and businesswomen use English as the international language to the customers, especially local customers who live in Padang. Moreover, it also shows that English is used creatively in the business area in Padang. The linguistic business-scape in Padang that involves English can be seen through these examples.



Picture 1. LL in Business Area in Pasar Ambacang, Padang (Doc. Kamelia Sari)

This picture was taken in Pasar Ambacang, Padang. This banner shows a culinary business that uses two languages to promote the store: Indonesian and English. Even though it uses a bilingual sign (Indonesian and English), Indonesian is placed on the top of English. Because of this, the Indonesian phrase is considered more significant than the English phrase. Through non-linguistics signs, it can be seen that the store upholds Indonesian than English. Regarding linguistic signs, the words 'Dua Pintu' and 'Coffee Roastery' are phrases. Both English and Indonesian have the similar linguistic sign, which is a phrase.



Picture 2. LL in Business Area in Ampang, Padang (Doc. Kamelia Sari)

Based on the first example, we can't simply say that the Indonesian language is higher than English in the business area in Padang. Another example shows that the owner highlights English in the banner to promote their products. The store's name is 'Glow Up Store & Beauty Care'. It uses full English with big font size on the banner. Besides, the words are clear and readable. It shows that the owner tries to persuade people to buy the products by using English as an international language. However, if we try to look at it closer, the target market of this store is local citizens. The use of English seems not too necessary in this case.

1.2 Scope of the Study

To comprehensively explain the research, the researcher limits the study. This study focuses on the linguistic landscape in some places in Padang that are included in the business area. The areas are Alai, Ampang, Andalas, Anduring, Belakang Olo, Belakang Tangsi, Binuang Kampung Dalam, Gunung Pangilun, Imam Bonjol, Jati Baru, Kampung Jao, Kampung Olo, Lubuk Lintah, Pasar Ambacang, Pasar Baru, Pauh, Permindo, Proklamasi, Purus, Rimbo Kaluang, and Sam Ratulangi. The locations are chosen since those are some of the business centers in Padang.

1.3 Research Questions

This study aims at revealing English representation in business-scape in Padang. To do this study, there are three questions the researcher would like to discover in this research, they are:

1. How is English represented in the business-scape in Padang city?
2. What are the reasons the business owners use English in the business-scape's signs in Padang city?
3. Is there any correlation between the English business-scape and customers' attitudes in Padang city?

1.4 Research Objectives

Related to the research question, this study has three goals to answer the research questions. The objectives of this research are:

1. Exploring the English representation in business-scape in Padang city.
2. Explaining the reasons English is used in business-scape signs in Padang city.
3. Revealing the impact of English representation in business-scape in Padang city.

1.5 The Significance of the Study

The result of this study can give some advantages for those who want to research about linguistic landscape from various perspectives and visual semiotics. The uses of this study also involve both theoretical and practical significance.

1.5.1. Theoretical Significance

In theoretical use, this study is expected to contribute to the linguistic landscape, especially the linguistic landscape in Indonesia, by looking from the perspective of Landry and Bourhis. Moreover, applying Fairclough's three-dimensional model and Kress' and Leeuwen's visual semiotics can better understand readers or future researchers who want to conduct research under the same theory. Thus, these theories become more familiar in the linguistic landscape. Furthermore, it is expected to give more insights regarding the language in public used in the business area in Padang.

1.5.2 Practical Significance

Practically, this study is intended to benefit readers, linguists, and future researchers who want to research the same topic. The readers will be more aware when looking at public signs. Besides, linguists can give more attention to the linguistic landscape in certain areas, especially business areas. For future researchers, this study can be a guide for helping them to conduct research related to the linguistic landscape.