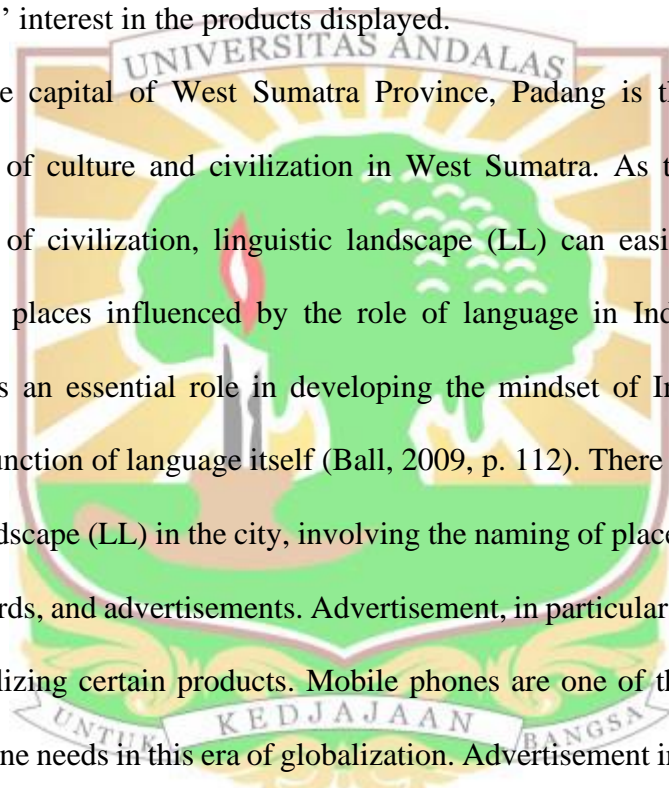# CHAPTER I

INTRODUCTION

1.1. Background of the Research

Language is a part of human culture and can be found everywhere. The discovery of language in public places has proven that language is very important to the community. This is because language reflects the history or identity of the community itself (Crystal, 2003, p. 20). Society puts language in public spaces as a sign system. This sign system is used for various purposes, such as the name of a place, advertising, and so on. The presence of language as a sign system in various public places is called Linguistic Landscape (LL).

Linguistic Landscape (LL) is a research project investigating the visibility of written languages in their written form on public signage. Linguistic Landscape (LL) involves space and place where languages interact in public space (Sahril et al., 2019, p. 195). Linguistic Landscape (LL) seems to give a kind of sense to readers by combining, mixing, or interacting with different languages. Landry and Bourhis first define the language used for signs on public roads, advertising billboards, street names, names of places, signs on shops, and public signs in public buildings as a linguistic landscape (LL) in one area region and metropolitan area (Landry & Bourish, 1997, p. 25).

Linguistic Landscapes (LL) can be seen in many public spaces. There are many kinds of linguistic landscapes (LL). Something can be categorized as a linguistic landscape if it involves language and is positioned in a place that can be seen by many people, namely a public space. One example of the linguistic

landscape (LL) is advertisements that can be found everywhere. Advertisements aim to promote certain goods or services to customers, so they must be placed where many people can see them. Because of the function of the advertisement, the use of linguistic (language) and non-linguistic components (picture, color, etc.) is very important. The combination of the two components creates a particular meaning that will be understood by those who see it. One example of an advertisement that applies this system is mobile phone advertisements. This advertisement aims to attract buyers' interest in the products displayed.

As the capital of West Sumatra Province, Padang is the center of the development of culture and civilization in West Sumatra. As the center of the development of civilization, linguistic landscape (LL) can easily be found and spread in all places influenced by the role of language in Indonesian society. Language has an essential role in developing the mindset of Indonesians, even beyond the function of language itself (Ball, 2009, p. 112). There are many uses of linguistic landscape (LL) in the city, involving the naming of places, such as shops, cafes, billboards, and advertisements. Advertisement, in particular, has a significant role in globalizing certain products. Mobile phones are one of the most valuable things everyone needs in this era of globalization. Advertisement involves language and other elements such as images, shapes, illustrations, and colors to create a brand. The combination of these components has its own function and meaning so that it can attract the attention of the people who see the advertisement. The functions and meanings of language found in landscape linguistics in mobile phone advertisements also play a role in the development of society, which cannot be separated from cultural developments and globalization.

In mobile phone advertisements, the language contained in the advertisement has some functions. These functions are used as a strategy to attract consumers to purchase and get the product. In the persuasive language usually published by so many mobile phone advertisements, they use unique language to persuade their customers. The language used in the advertisement sometimes combines two different languages to create a brand that entices the readers. Through the combination or mixing of language in the advertisement, a slogan is designed as a phenomenon of linguistic landscape (LL). The slogan, made of slang, can persuade anybody who sees the advertisement to purchase that mobile phone product.

In conducting the research, the researcher investigates the linguistic landscape (LL) in mobile phone advertisements found in Padang. The researcher observes the functions of language found in the advertisement and analyzes the meaning of it. The researcher believes that the role of language use in advertisements significantly contributes to persuading the readers to purchase the advertised product, particularly mobile phones. Moreover, the researcher has found some research investigating the use of linguistic landscape (LL). However, the linguistic landscape in the field of advertisement, particularly in mobile phone advertisements, has not been investigated before.

The researcher chose the topic of mobile phones because it is a tool that is mandatory for everyone of all ages, even children whose parents have given them a mobile phone. A mobile phone also facilitates everyone's work nowadays—for example, entrepreneurs, entertainment, social media, communication, education, etc.

Nowadays, everyone can hardly be separated from the mobile phone. Especially now, with the development of technology, mobile phones have various benefits and are used at the same time, not only for communication tools but also for other work every day. Based on these statements, the researcher decided to choose the topic of mobile phones.

1.2. Theoretical Framework

In this research, the researcher applies several theories and concepts supporting the linguistic phenomena being investigated. Theories and concepts used by researchers include linguistic theories and concepts such as functions, meanings, and signs applied in linguistic landscapes (LL). Theories and concepts are as follows.

1.2.1. Function of Language

Language is a communication tool. Language has certain functions as a tool, especially to convey the meaning of the utterances produced by the speaker. The function of language is still related to the purpose of producing a language. The function is the realization of the ideas contained in the language produced by the speaker.

Language has various functions. Halliday, in his *On Language and Linguistics* (2003), proposed seven types of basic functions of language. The seven types of language functions consist of regulatory function, interactional function, personal function, representational function, heuristic function, imaginative function, and instrumental function.

a. Regulatory Function

One of the functions of language that can affect actions and control other people's behavior is called the regulatory function (Halliday, 2003, p. 306). Halliday also called this function as the 'do as I tell you' function. The form of speech that produces this function consists of commands, requests for help, requests, and invitations. Example: Mother told her son, "Help me wash the dish." The function of utterance stated by the mother to her son is to command her son to help her do something.

b. Interactional Function

The interactional function is a function that aims to improve relationships with other people, as shown by paying more attention (Halliday, 2003, p. 307). This function is also called the ' me and you' function by Halliday. Example: "You really make me laugh with your jokes. You're great at entertaining others". This sentence contains this compliment, showing its function as a way to bring one's social relationship closer to others.

c. Personal Function

Personal function shows or expresses a personal opinion, feeling, emotion, or personality. Halliday emphasized that one language function is expressing personal feelings (2003, p. 316). Example: "Wow, I think the view in this building is so beautiful." According to the sentence, it can be understood that the speaker is expressing his personal view of the scenery he sees.
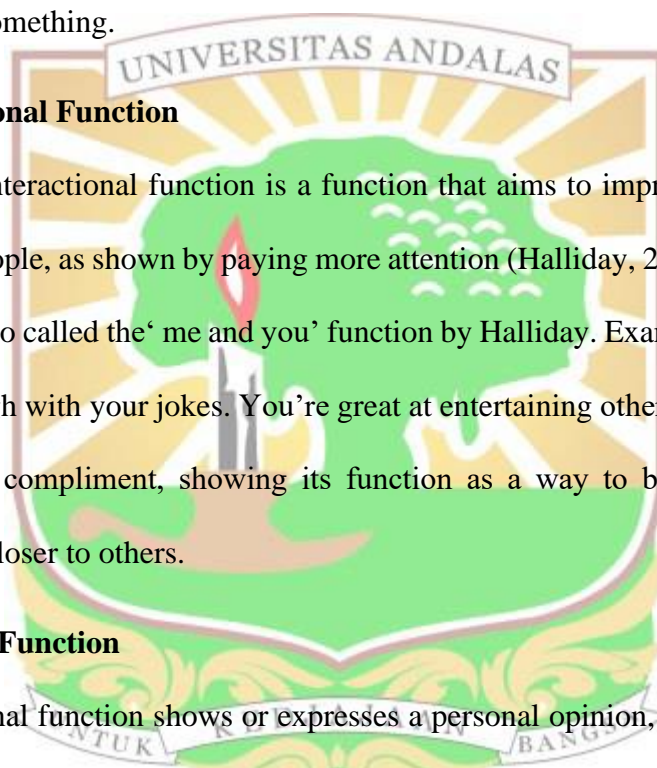
d. Representational Function

The representational or informative function is used to obtain or transmit certain information (Halliday, 2003, p. 309). Example: "The sun rises in the east". This sentence provides information on the fact that the sun rises from the east.

e. Heuristic Function

The heuristic function is a function that aims to understand one's environment. Halliday mentioned that this type of function is in the form of a question (2003, p. 398). Example: "Why does the mother go to work?" is an example of using the Heuristic Function to get information about the reason or the cause why the mother goes to work.

f. Imaginative Function

Imaginative function is a function used to show or express ideas or imagination. However, Halliday stated that informative language, especially for children, is not necessary (2003, p. 311). It means that the language is used to produce the product of imagination for children. This function is usually used to tell stories or jokes. For example, "Last night I dreamed of meeting a dragon" is an example of using Imaginative Function where the speaker stated a fictive story.

g. Instrumental Function

The instrumental function is generated to get something or needs (Halliday, 2003, p. 303). This arises from the effort or desire to get something from others. Halliday also referred to this function as the 'I want' function. Example: "Open the door". This sentence shows an instrumental function because it is used to elicit an action from the other person to open the door.

1.2.2. Meaning of Language

The purpose of language is the creation of meaning that the owner and speaker of the language understand. Meaning is created from the relationship between language and understanding or knowledge of certain things in the world (Yunira et al., 2019, p. 106). From this definition, meaning can be obtained if the language elements produced by the speaker contain knowledge from other elements outside of a particular language or context. As a product of language, meaning also gets attention in linguistics. The study in linguistics that investigates the phenomenon of meaning produced by language are semantics and pragmatics.

Linguistics considers meaning as a language phenomenon that is specifically investigated. The study of semantics and pragmatics proves this. Semantics explores meaning literally, while pragmatics observes meaning contextually. In semantics, meaning consists of several types. According to Geoffrey Leech in his book *Semantics: The Study of Meaning* (1981), meaning can be categorized into seven. The seven types of language meaning consist of conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning (1981, p. 9).

a. Conceptual Meaning

Conceptual meaning is also called denotative or cognitive meaning (Leech, 1981, p. 9). Conceptual meaning refers to concepts and referents and is free from any influence beyond the concept of meaning itself (Widijayanto, 2015, p. 3). Leech (1981, p. 9) explained that "conceptual meaning is widely assumed to be the central factor in linguistic communication, and I think it can be shown to be integral to the

essential functioning of language in a way that other types of meaning are not."

Example: Father has the conceptual meaning of male biological parents.

b. Connotative Meaning

Connotative meaning has a communicative value from the concept referred to (Leech, 1981, p. 12). Connotative meaning results from a shift in meaning from the actual meaning but by allowing the sense and nature of the true meaning (Hanifah, 2014, p. 2). Example: "Her home has a warm and inviting scent, making anyone feel like they are in mom's arms." The words "warm and inviting scent" contain positive associations with comfort and a feeling of home.

c. Social Meaning

Social meaning is the meaning resulting from the involvement of the social conditions of a language (Leech, 1981, p. 14). Crystal and Davy (1973, p. 66) have classified eight types of socio-stylistic variation of social meaning, namely individuality, dialect, time, discourse, province, status, modality, and singularity. Example: "Through this volunteering program, we strive to make a positive contribution to the local community." The sentence carries social meanings relating to interactions and dynamics between individuals in society, social roles, cultural values, social responsibility, and issues affecting social relations.

d. Affective Meaning

Affective meaning reflects the speaker's feelings expressed through language (Leech, 1981, p. 15). Affective meaning is still closely related to social meaning (Alexander, 2018, p. 7). Example: "I'm so happy that I achieved my dream". The sentence contains emotional expressions that reflect feelings such as

happy, moved, and joyful because the speaker communicates his feelings about achieving his dreams.

e. Reflective Meaning

Reflective meaning occurs from the existence of multiple meanings or concepts in a language (Leech, 1981, p. 16). Example: "She wears that dress to have an expensive look." A reflective meaning can be seen in the word "expensive." In this sentence, "expensive" means that the dress creates an impression of luxury and sophistication, even if it is not necessarily expensive.

f. Collocative Meaning

Collocative meaning occurs from word associations that are influenced by the meanings of other words around them (Leech, 1981, p. 17). Collocative meaning is closely related to a combination of certain types of words (Kasopa, 2017, p. 6). Example: "She is beautiful, and he is handsome". "Beautiful" and "handsome" both mean "good-looking," but the two words can be easily differentiated based on the other words they are paired with. Like the pronouns "she" and "he".

g. Thematic Meaning

Thematic meaning occurs from how the speaker conveys the message through sequence, emphasis, and focus in the spoken language (Leech, 1981, p. 19). Thematic meaning can occur in the grammatical construction. Example: (1) The bus stopped at the end of this street. (2) At the end of this street, the bust stopped. The meaning occurs due to reordering the grammatical construction, namely by changing the position of the complement.

1.2.3. Sign

Semiotics is a study that investigates signs as part of the process of conveying meaning. Kattsoff and Thibaut (1942, p. 475) define semiotics as "the science of signs." A sign is a system of symbols associated with meaning. Signs can easily be found in the public sphere as a meaning system. Therefore, linguistic landscape (LL) makes a sign its main object.

The sign provides context-bound information. The sign in the linguistic landscape is related to the sign that is placed in a public space so that it contains information about the location where the sign was found. In Shohamy and Gorter (2009, p. 41), Ben-Rafael categorizes public space as all forms of places that can be used by all people that are not privately owned, such as streets, parks, and public institutions.

Generally, signs in the linguistic landscape are only distinguished into official and non-official signs, which are called top-down and bottom-up (Backhaus, 2006, p. 80). Top-down is a non-commercial sign, while bottom-up is a commercial sign. From a linguistic point of view, signs are divided into linguistic and non-linguistic signs (Oktavianus et al., 2017, p. 155). Linguistic sign involves written or spoken language. Meanwhile, non-linguistic signs involve the body and non-body language. Even though it has been categorized into several types, the primary purpose of a sign in a public space is to convey meaning and information such as street names, institutions, and so on.

1.2.4. Linguistic Landscape (LL)

In sociolinguistics, the language that develops in society is a phenomenon that cannot be separated from the development of human civilization. Linguistic landscape (LL) as a language phenomenon has contributed to language

development in the public sphere. Linguistic landscape (LL) is the language between space and place, where various language issues interact with other languages in public spaces. There are two functions of the linguistic landscape (LL), namely the informative and symbolic functions (Akindele, 2011, p. 2). Linguistic landscape (LL) involves monolingual, bilingual, and multilingualism. This is caused by the multilingual community, which creates a mixed language in the group's communication (Deumert in Mesthrie, 2011, p. 269). It presents social context by involving more than one language (Gorter, 2006, p. 1). In this case, the application of the linguistics landscape in public space is mostly influenced by the use of foreign languages to give a modern touch to various languages.

As one of the phenomena of language in public spaces, linguistic landscape (LL) is influenced by signs. Linguistic Landscape (LL) has a different influence from official and non-official signs (Backhaus, 2006, p. 54). According to Ben-Rafael et al. in Gorter (2006, p. 14), in a book entitled *Linguistic Landscape: A New Approach to Multilingualism*, there are two categories of linguistic landscape (LL): top-down and bottom-up. The two types of linguistic landscape have different functions and are applied to two different aspects. However, this research only focuses on the Bottom-Up type.

1.2.4.1. Bottom-Up

Bottom-up is a kind of linguistic landscape (LL) that is unofficial (non-legal) because individuals or private parties produce it. According to Gorter (2006, p. 11), this type of linguistic landscape is made based on certain categories such as professional fields (legal, medical, and private consulting), business (shops, restaurants, and so on), and services (agency, education, language translation, and

so on). This type of linguistic landscape aims to attract public attention, become a certain product brand, and is a business identity for certain parties. This type of linguistic landscape consists of various signs produced by business owners, such as shop signs (food, clothing, and many more), private business signs (agencies, factories, and offices), and private announcements (job vacancies ads, product announcements, sales, and many more).

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1.3. Review of Previous Studies

In this research, the researcher focuses on reviewing some studies related to the research topic, namely linguistic landscape, to obtain a broader and clearer view to conduct an analysis dealing with the topic. The previous research involved some articles from academic journals held by scholars or linguists in the same field of study. The first article is an article written by Ikrima Zahara and Dewa Putu Wijana (2022) entitled "The Function of English Usage on Linguistic Landscape of Padang: A Case Study on Khatib Sulaiman Street" (Lingua Didaktika Journal, vol. 16, no. 1, pp. 26-43). This article took place in Padang, which is a similar city where this

research was conducted. The article analyzes the use or application of linguistic landscape found explicitly in one of the streets in Padang, namely Khatib Sulaiman Street. In conducting the research, the researchers applied two methods, namely the qualitative method, which analyzes the form of pictures and texts, and the quantitative method, which justifies the data based on the percentage proofs. The research is conducted to identify the dominant language signs and investigate the function of English on the signs. The data are categorized as monolingual, bilingual, and multilingual. The researchers found that the linguistic landscape phenomena in streets in Padang involve and apply more than one language, which consists of Indonesian, English, Minangnese, Arabic, and a combination of them. In depicting the phenomena of linguistic landscape, this research gives complete examples of linguistic landscape in every public element, including advertisements that support this research.

The second article is conducted by Gunawan Widiyanto (2019), entitled "Lanskap Linguistik di Museum Radya Pustaka Surakarta" (SEMANTIK Proceeding 2019, pp. 255-262). The research analyzes the use of language in informational signs in Museum Radya Pustaka in Surakarta. As a result, monolingual, bilingual, and multilingual signs are used to provide information on objects. The bilingual sign is dominating the signs, namely the use of Bahasa Indonesia-English. The use of different languages in the signs in Museum Radya Pustaka Surakarta is aimed to give information on sociolinguistic composition in Surakarta, which is using Javanese for the domestic tourists with Javanese as the mother tongue, Bahasa Indonesia for the domestic tourists from Indonesia, and English for the foreign tourist. The limitation of this research is observing the

linguistic landscape in informational signs in a museum, which is conducted in the smallest space rather than the wider space. This research does not observe advertisement signs but gives an overview of language use in the linguistic landscape.

The third article is written by Fajar Erikha (2018) entitled "Konsep Lanskap Linguistik pada Papan Nama Jalan Kerajaan (Râjamârga): Studi Kasus Kota Yogyakarta" (Paradigma Journal, vol. 8, no. 1, pp. 38-52). This research aims to identify the information function and reveal the symbolic function of the names of the main streets (râjamârga) in Yogyakarta Palace. Based on the research, there are two functions of linguistic landscape in street name plates: informational function, which refers to geographical places and indicates the social space of the Javanese, and symbolic function, which is conveying a meaning collection. The provided results give a good explanation of the function of the linguistic landscape. However, the research is only limited to the street name plates and does not refer to other signs, especially advertisements.

The fourth article is written by Eka Oktaviani (2019) entitled "Linguistic Landscape: Case Study of Store Names in Gresik Kota Baru (GKB), Gresik" (Undergraduate Thesis, Islamic University of Sunan Ampel). This research is conducted in Gresik using the language displayed in GKB, the language attitude of GKG visitors towards shop names written in several languages, and the reason shop owners choose a particular language. Based on this research, GKB involved seven languages: Indonesian, English, Japanese, Arabic, Javanese, Italian, and Spanish. This research not only gives an analysis of the number of languages used in the linguistic landscape but also observes the visitors' attitudes that respond to the

existence of the linguistic landscape, namely positive attitudes and negative attitudes. The researcher also mentioned certain reasons for using these languages in creating shop names.

The fifth article is written by Danny Ardhian, Millatuz Zakiyah, and Nanang Bustanul Fauzi (2023), entitled "Pesan dan Simbol Identitas Di Balik Kematian: Lanskap Linguistik pada Area Publik Tempat Pemakaman Umum di Kota Malang" (LITERA Journal, vol. 22, no. 1, pp. 90-106). This research investigates the information and the symbolic function of the naming system of public cemeteries in Malang City, specifically Klojen, Lowokwaru, Blimbing, Sukun, and Kedung Kandang, employing photographic documenting methods. The data was categorized using Top-Down and Bottom-Up methods to understand the shape and pattern of language usage. The linguistic landscape theory put forth by Landry and Bourhis (1997) was employed for data analysis.

According to the findings, the Bottom-Up pattern predominated in the appearances. According to the analysis's findings, there are three types of language use: monolingual, bilingual, and multilingual, each with nine different patterns. All patterns included Indonesian, Javanese, and Arabic elements. This shows that PC in Malang City is equivalent to symbols of linguistic proficiency, Muslim community dominance, and the presence of Javanese symbols. (Ardhian et al., 2023).

The sixth article is written by Nida'ul Nur Khoiriyah (2021), entitled "Linguistic Landscape in Jatinegara Station East Jakarta" (Bapala Journal, vol. 8, no. 3, pp. 177-193). The findings indicated that Indonesian and English, with monolingual and bilingual usage, were the two competing languages in the

linguistic environment of Jatinegara Station. The language landscape appears in three different ways: 1) Indonesian, 2) English, and 3) a mix of both English and Indonesian. Because it is present in all landscape sources, Indonesian predominates in the language contest as the primary language spoken locally. English is only present in two landscape sources and is used as a companion or complement language when people speak both languages at the same time. Public official representatives and private/commercial representatives are the LL actors at Jatinegara Train Station. LL with a public sign (top-down) is performed in Indonesian, English, and Indonesian-English by public authority actors.

The last article is written by Oktavianus, Khairil Anwar, and Ike Revita (2017), entitled "Linguistic Landscape of the Names and Cultural Values of *Rumah Makan Minang*" (Advances in Social Science, Education and Humanities Research, vol. 148, pp. 153-159). This research took many places in Indonesia, not only in Padang. In this research, the researchers identify two types of name designs for RM Minang: involving linguistic signs only and combining both linguistic and non-linguistic signs. There are also various languages used in the linguistic landscape, including Minangkabau, Indonesia, Arabic, and English. Moreover, this research identifies the use and variety of language in the linguistic landscape and observes the cultural values and identity markers. This research does not refer to any sign in the advertisement but can give a wider interpretation of signs or language used in the linguistic landscape.

1.4. Research Questions

Based on the background above, there are two questions that will be focused on the research. The two questions are as follows:

1. What are the functions of language in mobile phone advertisements in Padang?

2. What are the meanings of language mobile phone advertisements in Padang?

1.5. Objectives

In doing this research, there are two objectives of the research. The two objectives are based on the linguistic landscape found in mobile phone advertisements in Padang, including:

1. To identify the functions of language in mobile phone advertisements.

2. To identify the meanings of language used in mobile phone advertisements.

1.6. Scope of the Research

This study aims to analyze the linguistic landscape of mobile phone advertisements in Padang. The limitation on data used is limited only to the functions of language in mobile phone advertisements. The researcher also investigates the meanings of language in mobile phone advertisements. The researcher takes samples from the data by taking pictures of flyers, billboards, banners, and brochures of mobile phone products in Padang. The process of collecting data is carried out by the researcher using direct observation.