CHAPTER I

INTRODUCTION

1.1. Background of the Study

Language is one of the most important things in human life, primarily serving as a tool for communication, allowing people to connect and share information with each other. But along with the times, language is not only found when human communicate, but language is also found in public spaces. In public spaces, the use of language as a communication tool to provide information in writing. As a medium for sharing information in public spaces, language is used as a key tool in public spaces business. One of these business is street food. It's clear that while products are important, language plays a crucial role in street food business growth too. The language vendors use is essential for engaging customers, showcasing unique offerings, and building connections. Thus, through language, street food businesses can thrive, create jobs, and promote local culinary heritage. Therefore, language in street food also has an important role and fills one of the positions in the development of human life, so it becomes one of the tools of human communication and important for human life.

Language become important in human life because it has a paramount position in the development and existence of human life. As social beings, language is a tool used by humans to communicate. From a long time ago, language has been a tool of human communication, so language has become history and culture for humans themselves. According to Crystal (2003), language can be used to recognize national cultural identity, group and contemporary global symbols (Crystal, D., 2003). It can be explained that culture and language cannot be

separated, because these two things have been inherent in human life for a long time. One of the impacts of the development of language over time is the use of language in the public spaces as a medium of written information. Linguistics landscape is examines language elements in an approach that examines language in public spaces.

Linguistics landscape is a field to study the elements of language found in public spaces. Linguistic landscape as a field allows sociolinguists to analyze how spaces are constituted through the languages employed in public signage (Bernardo-Hinesley, S., 2020). The language element found in public signage seems to be one of the reasons why language cannot be separated from human daily life, therefore humans will unconsciously always interact with language at all times even if they do not communicate with each other. Wherever humans go, they will inevitably encounter language signs in public places. In other words, Linguistic landscape examines what publicly used language functions such as the language of public road signs, billboards, street names, place names, commercial store signage, and public signs in government buildings combine to form the linguistic landscape of a territory, region, or urban agglomeration (Landry and Bourhis, 1997: 25).

Linguistic landscape can be found everywhere in public places. Any sign in a public place that contains language elements is categorized as a linguistic landscape. One of these language elements can be found in banner.

Picture 1 Street Food Banners, Padang

Banner is one of the linguistic signs that function as a marketing tool that usually contains a text and image that aims to convey information that will be addressed to the public. Normally, banner will be filled with impressive text and images in connection to their purpose in order to provide clear information so that they can attract audiences and can be remembered it easily. One example of a banner that suit this function is street food banners. In accordance with its function, street food banners are filled with attractive linguistic (text) and non-linguistic elements (colors, images) so that they can attract people's attention to come and buy what they sell.

Padang, the capital city of West Sumatra in Indonesia, and one of the business cities with a rich culture, is one of the places that attracts people from various regions to settle down. Because of this, Padang holds a rich linguistic landscape that reflects the region's diverse culture and becomes the center of language development due to the large number of people who come and settle down. Therefore, linguistic landscape can be easily found in many places. Lingustic

Landscape can also be found along the street, one of the example is banner. Banner specifically contain linguistic and non-linguistic signs that have an important role in attracting people, especially banners in street food. Banner used in street food are very useful to attract customers to buy food. Banner generally contain language and other elements such as images, colors, and shapes. The combination of these components have its own sign, function and meaning to attract customers. It shows that the sign, function and meaning of language also have an important role in the development of language in society.

Based on phenomena above, the researcher will investigate the function of language in written text and meaning of language in written text, and the sign of non written text found in linguistic landscape of street food banners in Padang, The researcher sure that these three elements have an important role in street food business. The researcher believe that the right design, language and appropriate messaging, they can be an effective means of attracting customers and increasing sales for street food vendors.

1.2 Theoretical Framework

In conducting this research, the researcher utilizes various theories and concepts that support the linguistic phenomenon being studied. The theories and concepts used by the researcher include linguistic theories and concepts, including functions, meanings, and signs related to the linguistic landscape (LL). The theories and concepts used specifically are as follows.

1.2.1 Linguistic Landscape

Linguistic Landscape is an approach that can be used to investigate the elements of language written on public signage. The term "linguistic landscape"

describes how visible and prominent a language is on commercial and public signs within a certain area. According to Landry & Bourhis (1997), linguistic landscape refers to the visibility and salience of language on public and commercial signs in a given territory or region. The Language refers to public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government.

Linguistic landscape has two function, according to Landry, the two function is informational and symbolic. The informational function shows the semantic gathering an area limits. For instance, it shows the correspondence or the offer of things in a given language or language. On the other hand, the symbol function relates to the value and status of language (Landry and Gorter, 1997). In addition, linguistic landscape can influence the numerous viewpoints and viewpoints of comprehension of language.

The linguistic landscape aims to assess the informational language written in public spaces (Gorter, D., 2006). Numerous researchers have explored various subjects that touch on the issue of the linguistic landscape throughout the long term, like the expansion in multilingualism, the expanded English usage, the disparity beatween bottom-up and top-down signs, and effects of language policy. Ben-Rafael et al in Gorter's book entitled A New Approach to Multinligualism (2006:14), claim that linguistic landscape is separated into two categories: top-down and bottom-up. The two varieties of linguistic landscapes are used for two distinct purposes and functions.

a. Top-Down

Top-Down is a legal linguistic landscape language created by the state government. Top-down linguistik is created by nation or local institutions in the relevant fields, such as social, medical, educational, and legal fields that are not owned by the general public or specific individuals (Gorter, 2006:11). This type of linguistic landscape just intended for public service. This kind of linguistic landscape consists of many signs that are produced by public organizations, general public signs, and signs in the street.

Picture 2 Top-Down sign, Padang

b. Bottom-Up

Bottom-Up is a type of linguistic landscape created by individuals or private parties so it is called an unofficial linguistic landscape type that is not guided by government rules. This type of linguistic landscape is made based on certain categories such as professional fields (law, medical, and private consulting), business (shops, restaurants, etc.), and services (agency, education, language translation, etc.) (Gorter, 2006: 11). These linguistic landscapes aim to attract the attention of certain people and become identic to the people who create them.

Usually this type of linguistic landscape is made for business and is useful for promotional media for the business.

Picture 3 Bottom-Up sign, Padang

1.2.2 Function of Language

One significant aspect of human life that serves as a valuable tool for communication is language. The purpose of language is to convey meaning from words that are expressed by speakers. Aside from that, language is a vital to human intellect. Humans can express ideas, thoughts, and feelings through language. Language is a means to an end, a means of achieving unity among people, and a means of terminating separation. In addition to clarifying misconceptions or misunderstandings, language is extremely important to humans since it is a fundamental human right that must be respected and adhered to.

According to Halliday (2003:305), there are seven types of language functions. The seven types of language functions consist of regulatory function, interactional function, personal function, representational function, heuristic function, imaginative function, and instrumental function.

a. Instrumental Function

Instrumental function is the speaker desire to get what they want from the interlocutor by using language**.** For example: "I want a candy". This utterance is Instrumental function because it's show the desire speaker asking something to the interlocutor to get what he want. (Thwaite, 2019)

b. Regulatory Function

Regulatory Function is the function of language to command someone to do something. This language functions also controls the behavior of other (Joaquin, 2020). For example: Father said to his son: You have to study hard so that you can get into one of the top universities, if you can get into a top university, I will give you a prize. The function of the utterance stated by the father to his son is to give commands to his son to study diligently in order to get into one of the famous

universities and his father will give a gift if the child can get into one of the famous universities, and the gift is a motivation for the child to be more active and enthusiastic to fulfilled commands from his father. It's clearly giving command as well as changing the child's behavior with gifts as a tool.

c. Interactional Function

The function of language is to form a relationship with the interlocutor, and express emotions in order to bond with the interlocutor (Ahmad, 2019). For example: Thank you mom, this gift really meaningful for me. This utterance established a warmer relationship between the interlocutor and his mother.

d. Personal Function

This language functions express the emotions, personal info and information about person situation in order to get information about person situation (Thwaite, 2019). For example: I feel upset because it's heavy raining today. This utterances showed that a person expressed his emotions because of the heavy rain.

e. Representational Function

This function of language is to obtain and request information that is straightforward and does not require an explanation of the utterances spoken because the information conveyed is very clear (Thwaite, 2019). For example: Andi can't come to class today because he is sick. This utterance conveyed clear information about why Andi can't come to class today because he is sick and does not make the interlocutor curious about Andi's reason for not being able to come to class.

f. Heuristic Function

The function of language is to discover something, learn something and find explanations from the utterances spoken by the speaker, usually through questions asked and answered with narrative answers (Thwaite, 2019). For example: "Why did he get a low score?" This example showed someone who wants to get information on why that person get low scores.

g. Imaginative Function

This function of language is to create stories, create imaginative scenarios, and express the imagination spoken by the speaker" (Thwaite, 2019). For example: "Imagine if I had a lot of money I would buy my dream motorcycle and take it around city at night. This utterance showed the imagination of a person who wanted to have his dream bike, and told a bit of his imagination on the phrase "take it around the city at night.

1.2.3 Meaning of Language

The meaning of language is one of the important elements contained in the purpose of language, which is to convey information from the speaker's thoughts to the listener. Language elements that contain knowledge produced by speakers can create a meaning in language. The meaning of language is created from the results of understanding and knowledge about certain things in the world. In addition, meaning as a product of language also gets attention in linguistics. One of the linguistic studies that investigates the phenomenon of language meaning is semantics.

Meaning is considered by linguistics as a special study phenomenon of language. The study of semantics provides evidence for this, since semantics investigates meaning literally of language.

Picture 5 Meaning of Language in Banners, Padang

Semantics divides meaning into different types. In the book Semantics: The Study of Meaning, Geoffrey Leech states that meaning can be divided into seven categories. The seven types of meaning of language consist of conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning, and thematic meaning (1981:9).

a. Conceptual Meaning

Conceptual meaning is also known as denotative meaning or cognitive meaning. It is commonly believed that conceptual meaning is the main aspect of language communication, and it can be proven to be necessary to language function in a manner that other forms of meaning are not (Umagandhi and Vinothini, 2017).

For example: Mother is conceptual meaning of a woman, Father is conceptual meaning of a man.

b. Connotative Meaning

Connotative meanings involve the referents' physical features as well as their psychological and social traits (sociability, maternal instinct) depending on particular social perspectives. Connotative meanings tend to be incidental. Connotative are based on actual experiences; a person associates a word with a referent based on the terms they hear or use in a specific situation (Kareem, 2023). For example: "You are my home". The words "home" explaining the meaning of comfort, the person feels comfortable when being with someone.

c. Social Meaning

Social meaning has a function to reveal the social background of the speaker, and can also reveal things related to the speaker's social relationship with the listener. The social meaning of a phrase or sentence can differ from its conceptual meaning for various social reasons. The meaning of a word is determined by society depending on various ndividual and social characteristics, such as the user's level of formality or socio-economic class (Umagandhi and Vinothini, 2017). For example: After this traditional event, all participants are expected to inherit it so that it does not become extinct, and it is hoped that the local community will continue to protect it and introduce it to the next generation. This example show social interactions between the individual speakers in society.

d. Affective Meaning

Affective meanings express a speaker's personal feelings, including their attitude toward the listener (Kareem, 2023). These are frequently expressed clearly

through the conceptual or connotative meanings of the words that are employed. For example: "I'm very disappointed with the decision, that's why we can't win". The sentence contains emotional expressions that reflect disappointment, sad, and upset.

e. Reflective Meaning

Reflective meaning is the meaning of language created by the speaker because there are several meaning in a language (Zdravkovic, 2018). For example: "Vintage clothing models are favored by young people nowadays". The word "Vintage" reflect the meaning of classic and old.

f. Collocative Meaning

Collocative meanings are the results of a word being associated with other words that are commonly used in the same context (Afzal and Zaki, 2023). However, the variety of nouns with which both words co-occur or collocate can help to differentiate them. For example: "Strong coffee": In this collocation, "strong" modifies "coffee" to imply a high concentration or intensity of flavor or caffeine. It doesn't necessarily refer to physical strength but rather the intensity of the taste or the caffeine content.

g. Thematic Meaning

Thematic meaning is way of speaker conveys the message in spoken language through sequence, emphasis, and focus. In other instances, thematic meanings might not be grammatical constructions that draw attention to specific parts of a sentence, but rather stress and intonation (Umagandhi and Vinothini, 2017). For example: "The cat chased the mouse". "The cat" is the subject of the

information and "chased the mouse" is the rheme, or additional information to describe the subject action.

1.2.4 Sign

The primary objective of linguistic landscape studies is the sign. Written language that provides directions or information at a specified spot is called a sign. Any written text, from a small handwritten label attached to a signpost to a large advertising billboard outside a department store, can be considered a sign. Backhaus (2007) states that the sign's intent is to provide messages of interest to the general public, including instructions, warnings, topographic data, and directions.

The sign in the linguistic landscape is associated with the sign placed in a public area, which provides details on the location of the sign. According to Ben-Rafael in Shohamy and Gorter (2009:41), public space includes all areas that are open to the public and not owned by a private entity, such as parks, streets, and public buildings. Written or spoken language is a part of linguistic sign, meanwhile body language and non-body language are part of non-linguistic sign. A sign's primary function in a public area is to communicate meaning and information, such as street names, institutions, and the like, despite its many classifications.

Semiotic is an approach that studies signs. One of the scientists who studied the study of signs is Charles Sanders Peirce. In 'Peirce and Education an Overview' by Torril Strand and Catherine W. Legg (2019), Peirce in 1903 stated that "A sign functions as both a medium and a mediator, a representation that, as we have observed, is itself a component of the Phenomenon". Those phenomena signs could be in the form of visual and non-visual objects, such as sounds, images, and

everything visual and non-visual medium that can help humans to communicate. Peirce wrote more than 10.000 pages, but he never wrote a book about his study. So, to explain about Peirces semiotics theory, the writer has used references from secondary sources that deal with the theory from Peirces works.

According to Strand and Legg (2019) Peirce's sign theory has its own semiotic process, Peirce offered a triadic model as the mediating structure of semiosis process which consists of a triadic relationship between sign (representament), object, and interpretant. A representament that consist of icon, index and symbol denotes an object that can be perceived, serving the role of a sign. An object is the entity that a sign signifies. A sign cannot convey meaning without an object to represent. The interpretant arises from the interpretation made by an individual who engages with the representamen. These three elements are interconnected to create the process of semiosis. Peirce's semiotics makes another helpful distinction between three types of signs, namely; Icon, Index, and symbol (Strand and Legg, 2019);

a. Icon

The components of an icon relate in the same way as the thing they represent, and an icon is a symbol that refers to the object it represents solely by virtue of its own character and that it contains regardless of whether the object truly exists or not (Strand and Legg, 2019). For example: appetising food images with clearly defined textures such as a juicy burger or a cheesy pizza.

b. Index

A sign that selects its object by directly pointing to it without intermediation. This sign refers to the object that it denotes by virtue of being affected by that object

(Strand and Legg, 2019). For example: Smoke sign in the image of the food indicates that the food was cooked first.

c. Symbol

Symbol choose the objects based on habit or arbitrary convention. Symbols are indications that are understood through contextual agreement rather than having a direct physical relationship with their object. Symbols function based on prevalent interpretations (Strand and Legg, 2019). For example: the use of special logos in food advertisement that show the uniqueness or other information of the food.

1.3 Review of Previous Studies

In order to get a clearer and more comprehensive perspective for doing analysis on the topic, the researcher in this study concentrates on reviewing a few studies that are relevant to the research's topic, which is the linguistic landscape. Previous studies have included a few publications from scholarly journals published by academics or linguists working in related fields.

The first article is an article written by Rahmat M. Pandi (2022) entitled "Linguistic Landscape in Gorontalo". This article took place in the city and district areas of Gorontalo. The article analyzes the distribution of languages, the characteristics of these languages, and the function of the linguistic landscape spread in the area where the data is taken. In conducting the research, the researcher used two combination methods, namely descriptive qualitative and quantitative research methods. The research is conducted in order to find the language that dominates the spread of linguistic landscape in Gorontalo and also the category of linguistic landscape used is dominated by bottom up symbols instead of top down. The data is categorized as monolingual, bilingual, and multilingual. The researcher

found that linguistic landscape phenomena spread in the city and district areas of Gorontalo are applying more than one language which consists of Indonesian language which dominates in the area, following with English and Gorontalo language as the least language found in linguistic landscape phenomena in the area. However, the research is only analyzed the language distribution, language characteristics, language functions, not including the language form of using Linguistic Landscape in street name.

The second article is conducted by Muhammad Rizki Pratama, Diana Kartika, Oslan Amril, and Syahrial (2023) entitled "Linguistic Landscape in Japanese Restaurant Menu List in Padang City". This research is to investigate the form and function of Linguistic Landscape in the menu list of Japanese restaurants in Padang city. 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 Indonesian-Japanese-English. The researchers found that the Linguistic Landscape in the menu list serves to convey information and symbolic as a form of language identity in the menu and also the use of different languages in the menu list aims to attract visitors to have an effect on the restaurant's economy and also provide benefits for the restaurant. Meanwhile, the disadvantage of this research is that it only focused on the form of language, and doesn't focused on the use of color and images in the restaurant menu list.

The third article is written by Ketut Widya Purnawati, Ketut Artawa, Made Sri Satyawati (2022) entitled "Linguistic Landscape of Jalan Gajah Mada Heritage Area in Denpasar City." This research is conducted in Denpasar city, especially in the heritage area of jalan Gajah Mada. This research aims to analyze the elements

of language on outdoor signboards in the heritage area of jalan Gajah Mada, such as shop and street signs and how language use in the public space as the implementation of government policies. As a result, there are multilingual languages used in the data. But, Indonesian is dominating the sign, even though there are some other multilingual languages found in the sign. However, the researchers only analyzed the main languages present in the data, which are Indonesian and other foreign languages. The research doesn't analyzed the sanskrit writing as the local language in Bali on the signboard.

The fourth article is written by Nirwana and Mani Ram Sharma (2022) entitled "Linguistic Landscape Analysis of Food Advertisement in Makassar". This research conducted in Makassar City." The research focused on analyzing food advertisements. This research analyzing the use of language in food advertisements. This research shows that English is the dominant language in food advertisements, which has many functions such as displaying trendiness and style, increasing product quality and attracting buyers. Although, not all people understand the English language in these advertisements, it is considered beneficial for sales because it is trendy and stylish so that it appears to be of high quality and can attract buyers' attention. This research shows that the language in advertisements not only functions as a promotional medium but also reflects the identity of each store. However, this research doesn't specify the type of advertisements used.

The fifth article is an article conducted by Dewi Nastiti Lestariningsih, Raima Maslan Sihombing, Indah Oktisari, Nining Nur Alaini, Adithya Wardhani, Exti Budihastuti (2023) entitled "Multimodal Linguistic Landscape in Lombok: A Case Study of Product Branding." This resrach focusing on linguistic landscape

phenomena of product branding in Lombok. This research using multimodal approach to describe the language landscape, including the meaning and function of public writing. The multimodal approach views signs as a form of visual communication. This research examining language selection contained in food products and the use of marketing strategies in culinary industries by micro, small, and medium enterprises (MSMEs). This research also analyzing connections between national, regional and foreign language policies on the products.

The sixth article is article written by Milania Fitri I Wana and Emy Sudarwati (2021) entitled "A Melting Pot of Malang: Linguistics Landscape of Malang Culinary Signs." This research focusing on linguistic landscape of culinary signs on a campus in Malang, East Java, Indonesia. This research understand how people use language and what it does. The research analyze the form of language use and it's function. The result of this research showed that the most language used in the data is Indonesia, English and Javanese. However, Javanese is the most dominant language use in this research. In this research, the use of language in Malang culinary signs can show how good the food quality is. This research ex vplain that the language use in Malang culinary sign can be marketing plans to attract customers.

The seventh article is an article written by Ni Komang Anik Sri Febriani, I Nyoman Adi Jaya Putra, I Made Suta Pramarta (2024) entitled "The Liniguistic Landscape of the Culinary Business in Singaraja City." The research focusing on the language used on billboard and signs of the culinary business in Singaraja city. This research explain that the use of language in culinary business has a function for effective communication and strategies in marketing, especially to attract

customers. In this research, Indonesian is the dominant language, followed by English and Balinese. However, this study doesn't display the data and doesn't really explain specifically the types of culinary business signboard and banner used.

1. 4 Research Question

Based on the phenomena that have been identified above, The researcher wants to analyze the Linguistic Landscape of Street Food Banners in Padang. Three question become the focus of this research, they are:

1. What are the functions of language found in street food banners in Padang?

2. What are the meanings of language used in street food banners in Padang?

3. What are the signs used in street food banners in Padang?

1. 5 Objective of the Study

In conducting this research, There are three objectives that the researcher wants to achieve to find out the role of the linguistic landscape in the street food business. The researcher focuses on three objectives based on the linguistic landscape found on street food banners in Padang city. The three objectives are:

1. To identify the function of language found in street food banners in Padang.

2. To identify the meaning of language used in street food banners in Padang.

3. To identify the sign used in street food banners in Padang

1. 6 Scope

This study aims to analyze the linguistic landscape found in Street Food Banners in Padang. The limitation on data used is limited only to the sign and the function of language in Street Food Banners. The researcher also investigates the meaning of language in Street Food Banners. The researcher takes samples from the data by taking pictures on Banners Street Food products found around the Haji Agus Salim sports arena stadium and around centre education of BRI university, pasar baru, Padang. The process of collecting data is carried out by the researcher using direct observation.