

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Language is not only a communication tool for humans but also a tool for thinking and describing one's feelings (Sirbu, 2015), (Abuarqoub, 2019), (Usrya Kanaza, 2020) and (Hardini, Sri, 2019). We often see language writing in public spaces such as streets, shopping centers, airports, or other public places. The language used also varies according to its function and importance. The number of times we encounter language stretches in public places in everyday life is also defined by the term Linguistics Landscape. Linguistics Landscape refers to the seen and characteristics of language on public and commercial signs in a particular area (Landry & Bourhis 1997: 23). All types of language that unfold in public spaces are the realm of linguistic landscape. Linguistic landscapes not only study language but also signs and symbols such as those on the highway. Linguistic Landscape is found in many public spaces such as schools, tourist attractions, companies, airports, stations, malls, etc.

Based on the situation, linguistic landscape examines the use of monolingual, bilingual, and multilingual language. Based on its form, Linguistics Landscape has four categories, namely words, phrases, sentences, and discourse. In addition, the linguistic landscape has functions such as information, appeals, instructions, and phatic expressions. Linguistic landscape also discusses language style, color, position, font size, and symbols used in the use of language in public spaces more deeply. According

to Halliday & Matthiessen ((Nagao, 2019)) Language use in the concept of linguistic landscape is influenced by several factors, one of which is how humans use language and its structure in everyday life.

Linguistic landscape is also influenced by some aspects of the scape, and some thoughts about different types of scape can be traced to Appadurai (1990). In the article, he proposes that the influential terms are dimensions of global cultural flows, namely ethnoscaapes, mediascaapes, technoscaapes, ideoscaapes, and finanscaapes. In addition, other “landscape-scape” approaches will be established as variations in approach among studies under the umbrella of the linguistic landscape (Gorter, 2018).

The mall is one of the most visited public places in Indonesia. As a modern shopping place, there are manyways for the mall to provide information to visitors when visiting the mall. Some of the information listed are advertisements, promotions, discounts, information on a product, and the product's brandnames. The information is made using one language, namely English ,or two languages, namely Indonesian-English. The use of images also clarifies the information provided in the mall environment. The packaging of language in public spaces, especially in malls, is interesting to study with the concept of linguistic landscape. Therefore, this study aims to describe the shape of the English linguistic landscape in the mall of Padang City, namely Basko, Plaza Andalas, and Transmart.

1.1.1 Mall in Padang City

1. Basrizal Koto Mall



Figure 1. Basko Mall

Basrizal Koto Mall, commonly known as Basko, is a mall located in Padang precisely on Jalan Prof. Dr. Hamka No. 2A, Air Tawar Timur Village, Padang Utara District. This mall was opened in 1995 and was initially named Plaza Minang. The owner is H. Basrizal Koto, an entrepreneur in printing and mining media. The Basko mall is about 5.7 km from the city center.

2. Plaza Andalas Mall



Figure 2. Plaza Andalas 2024

The second mall is Plaza Andalas Mall. It was established in Padang on February 1, 2006, and is located at Jalan Belakang Lintas No. 2F,Olo, Kecamatan

Padang Barat, Padang. This mall was built through cooperation between the Padang City Government and PT Inti Griya Primasakti. It is about 6-7 km from the city center.

3. Transmart Mall



Figure 3. Transmart Mall 2024

The third mall is Transmart. This mall is located at Jalan Khatib Sulaiman No. 85, Ulak Karang Selatan, Padang Utara District, Padang. Compared to other malls in Padang, Transmart is the most recently established mall. It is a retail company that was established in the city of Padang in 2017. The location of Transmart from the city center is about 3 km.

This research aims to find out how the linguistic landscape of English is used in the mall environment in Padang City and what functions the use of English has in shopping centers, especially malls in Padang City.

1.2 Theoretical Framework

1.2.1 Linguistic Landscape

According to Landry & Bourhis (1997), linguistic landscape is the study of texts in public spaces to discover the informational and symbolic messages behind the use

of language in a particular area. Some examples of language use in public spaces can be seen in the names of shops, buildings, traffic signs, billboards, posters, etc.

According to Landry and Bourhis (1997), the linguistic landscape also includes the language of public signs, billboards, street names, landmarks, commercial signs, and public signs on government buildings that combine to form the language context of a particular region. In this case, landscape linguistics is defined as language use in public spaces reflected in public signs, billboards, street names, commercial shop signs, and public information signs of government buildings, forming a linguistic landscape in some urban or residential areas. Shomamy & Gorter (2009) extend the scope of landscape linguistics to the language used in the environment, where words and images are displayed in public spaces and take center stage in rapidly evolving fields. In linguistic theory, language choice generally depends on an individual's or society's linguistic attitudes.

Language writing in public spaces that we encounter daily usually includes signs or symbols of the language. In linguistic landscape studies, markers or signs are literal texts that can be read, photographed, and traced. The signs can be analyzed culturally and linguistically to decipher aspects of culture, language, power, and politics (Nash, 2016, p.1).

This research is more directed to the landscape pragmatic perspective because it examines how language is used in the public spaces, how language is used to convey messages to the public, and how language is used to attract attention to business. This shows that language is a tool used as a communication in the public spaces. Pragmatic

is more inclined towards what people can see in the public space, and how contextual the language can be understood by others.

In this study, the public place where the linguistic landscape will be found is the mall. Malls are public places that are visited by many people every day. In the mall, many people sell everything from clothes, household appliances, daily necessities, and etc. However, malls are different from traditional markets. Malls are modern markets that are located in a building with a neat, clean, and regulated place. On every wall and corner of the mall, many languages are usually written, such as shop names, slogans, place names, advertisements, product names, and so on. For this reason, the writer chose three malls in Padang City as the place of research.

In this study, the writer will discuss the findings of the linguistic landscape based only on the language that uses English. This research focuses on the English Linguistic Landscape found in three malls in Padang City. The writer will focus more on the findings of monolingual and bilingual use, namely the use of monolingual English and bilingual between Indonesian and English. Based on the use of monolinguals and bilinguals, the findings are included in the situation-based discovery aspect of the linguistic landscape.

1.2.2 The Function Linguistic Landscape

According to Oktavianus' research (2019), English in public spaces in Indonesia has an information and symbolic function. English Linguistic Landscape writing can be divided into two groups, that is using only English (monolingual) and English with other languages.

1. Informational Function

The informational function of the linguistic landscape is that it serves as a distinctive marker of the geographical area inhabited by a particular language community (Bourhis, 1992). The linguistic landscape also delineates the territorial boundaries of language groups, which have a dominant presence over other language-using communities inhabiting adjacent areas. The consistent use of one language in an area can contribute to the neighboring regions of other language users in a particular geographical area, such as signaling that certain language users inhabit the area. Language boundaries also stabilize relations between competing groups by delineating administrative areas where language groups can expect to use and receive government and private sector services in their language. Thus, linguistic landscapes inform in-group and out-group members about the linguistic characteristics, territorial boundaries, and borders they have entered.

Likewise, public signs also have an informational function as they indicate the language that can be used to communicate and obtain services within public and private establishments in the area. Public signs written in one's language outside and inside commercial and government buildings intend to convey the expectation that one can be served in the language of the business group (Maurais & Plamondon, 1986). Language dominance on signs can also occur, where language dominance on public signs relative to other languages can reflect the relative power and status of competing language groups (Bourhis, 1992).

2. Symbolic Function

Languages have value and status relative to other languages. Including a group's language in common signs can perform an affectively charged symbolic function and complement the informational function of the linguistic landscape (Quebec, 1996). The symbolic function of the linguistic landscape will be apparent in environments where language has emerged as the most essential part of ethnic identity (Sachdev & Bourhis, 1990). The symbolic function also symbolizes a group's vitality in supporting other institutions, such as cultural production and commercial and religious activities. In the absence of another language, it represents the strength of the language group in the neighborhood.

Informational and symbolic functions can encourage group members to value and use their language. From an intergroup perspective (Bourhis & Gagnon, 1994), competing language groups will likely compete to assert the “visibility” of their respective languages in the linguistic landscape. Visibility has an informational and symbolic function as it illustrates the power of the dominant language within a particular urban or regional area. More often than not, the dominant language group can systematically impose its language on the linguistic landscape of a given region (Bourhis, 1992). The dominant language is also most effective in controlling the state apparatus regulating public signs.

1.2.3 Kinds of Linguistic Landscape

According to Landry and Bourhis (1997), two types of linguistic landscape are government marks (Top-Down Sign) and private marks Bottom-Up Sign). Artawa and

Mulyawan (2015) also believe that commercial and non-commercial signs form the linguistic landscape.

1. Top-Down Sign

Top Down sign is a sign made by the government for public purposes, such as road signs, education, health, religion, and so on. This sign is usually made to recommend orders for something in the public space.

Example of a Top-Down sign:



Figure 4. Sign in to International Minangkabau Airport

2. Bottom-Up Sign

The bottom sign is a sign made by individuals for personal use. This sign is made by someone for their personal needs, for example, as a shop name or offering a service. Signs containing advertising are called business signs, while signs that function as notification or regulatory signs are non-commercial signs (Landry & Bourhis, 1997; Artawa, K., & Mulyawan, 2015).

Example of Bottom-Up sign :



Figure 5. Clothes store

1.2.4 Motives of Linguistic Landscape

A motive is a reason for someone to do something or act. According to Kotler P. (2002), motives are urgent needs that encourage a person to act.

1. Motive of Using English

English today is a language used by people worldwide to communicate. Establishing one language as an international language can help people from various countries communicate and understand each other in one language, English, as a social communication tool. The application of English in the linguistics landscape also plays a vital role because English is an international language that should be used in any aspect to make it easier for others. English is used to consider the explanation credible for its status in Indonesia (Lauder,A., 2008).

2. Motive Using English in Linguistic Landscape

The existence of the linguistic landscape is influenced by several factors, including the fact that English is a language used worldwide to communicate, and it is the most widely used. The spread and study of the language worldwide and the global position of English are mainly due to the number of individuals who use it (Crystal, D., 2003).

1.3 Review of Related Studies

In this part, the writer will explain the review related to this research. Their research is used to support this research. The first research is from Dhiana Chitra Hasan (2022), who conducted research entitled "A Study of Linguistic Landscape In The Shopping Center In Cibubur: Top Down and Bottom Up Category." This research analyzes Landscape Linguistics found in Cibubur city shopping centers, especially Trans Studio Mall Cibubur. This research uses the theory of Landry & Bourhis. Data analysis was conducted using a descriptive qualitative method and focused on linguistic signs in Trans Studio Mall Cibubur, of which 112 signs are monolingual, bilingual, and symbolic. 20 signs use Indonesian only, 50 signs that use English, 35 signs that use English-Indonesian, 2 signs using English-Indonesian-Japanese, and 6 signs that use symbolic.

The similarity between this research and the current research is that both studies use modern shopping centers or what we know as malls now as the object of research. This research also uses Landry & Bourhis' theory. However, there are also differences

here. This research focuses more on the Top Down and Bottom Up categories, while the current research focuses more on the English Linguistic Landscape. This research helps the current research work to distinguish the top-down and bottom-symbol categories more clearly.

The second research by Syamsurijal (2023) is entitled "Language In Public Space (Linguistics Landscape Study In Shopping Center In Makassar City)". The use of Linguistic Landscape in shopping centers in Makassar city in two forms, namely Top-Down and Bottom Up Landscape Linguistics. Bottom-up Landscape Linguistics type is more dominant in shopping centers in Makassar because there are many shopping centers where the tenant is individual or private merchandise such as shop names, signboards on business premises, and announcements of interests or individuals. The lack of use of Top-down language signs because shopping center managers usually only provide basic things such as signage to visitors and general signage used to give directions to the shopping center.

The similarity between this research and the current research is that it also uses malls as its research object. This research also focuses on the number of top-down and bottom-up category landscape linguistics in one of the malls in Makassar. This study found that bottom-up landscapes were more than top-down Landscapes in the mall. This research also helps the current research discover why external language is used in shopping centers.

The third research from Vidinda Fahriaty (2023) conducted research entitled "Linguistic landscape in Medan Shopping Mall." This research deals with the study of

Landscape Linguistics in one of the largest shopping centers in Medan, also called Delipark by using the theory of Cenoz and Gorter. This research aims to discuss the dominant language used by signs in Delipark, analyze the characteristics of Landscape Linguistics, and explain the linguistic items displayed in Delipark. The data was analyzed using qualitative and quantitative methods. The qualitative approach was used because the data came from observation, while the quantitative approach was used to calculate the percentage of data. The data focused on the linguistic items in Delipark, which includes indoor and outdoor areas. The researcher conducted interviews with visitors to complete the data. The researcher found 133 data consisting of monolingual, bilingual, and multilingual signs. 76 signs are monolingual or only use one language, namely English, which makes it the dominant language used on signs in Delipark. 12 symbols in Indonesian language, 17 symbols in Indonesian-English and 2 symbols in Indonesian-English-foreign language. Based on interviews, it was found that these linguistic items were displayed to become a source of information and provide facilities for local and international visitors, and English is used because it is a universal language used by everyone in the world.

The similarity between this research and the current research is that the mall is the object of study. This research focuses more on the characteristics of the linguistic landscape and why the linguistic landscape is displayed in the mall called Delipark. The research found monolingualism, bilingualism, and multilingualism-type data.

The fourth research study was conducted by Atirah Dwini Astrinita (2019), who conducted research entitled "Linguistic Landscape In the Shopping Center In

Makassar." Researchers found that the Bottom-up type of Landscape Linguistics is more dominant in shopping centers in Makassar. Because shopping centers have many tenants managed by individuals or private goods that are commercial such as shop names, business signboards, and personal announcements. There is a lack of use of top-down signs because shopping center managers usually only provide important signs to visitors, such as business signage and directions around shopping directions. Secondly, the linguistic landscape of mixed languages (English and Indonesian) is dominant. Nipah Mall uses English because it is the newest mall in Makassar.

This research was also conducted on malls in Makassar, namely Nipah Mall. It focuses more on the Top-Down and Bottom-Up landscape categories in the Nipah mall. Monolingualism (English only) is the dominant Landscape in the Nipah mall. This research also helps the current research to find out that in the mall, more Bottom-Up Landscape is found because some stores are more managed by individuals.

The last research from Ainun Nasiha Elsakinah (2020) conducted research entitled "Linguistic Landscape In Mall Restaurant In Surabaya". This research has three results. The first result is the use of nine languages on restaurant signboards, and English is the most widely used language in the restaurant. The second result is that there are three types of absorption words, namely five words in phonetic substitution absorption words, 14 words in partial phonetic substitution absorption words and 6 words in absorption words with complete phonetic substitution. The last result is that the restaurant can present ethnicity in two ways, namely with ethnic design and ornaments found in the restaurant.

This research is very different from the current research, starting from the object and continuing to the focus of the discussion. This research takes the restaurant as its object and examines the linguistic landscape found in the restaurant. The analysis results found that there are nine language uses, but English is the most dominant. There are also some absorption words and found the way the restaurant presents the Landscape wrapped in ethnicity and ornaments. This research helps current research that linguistic landscape can also be found in ethnic design and ornamentation.

1.4 Research Question

After collecting and analyzing the data, several research questions were found related and relevant to this study. These questions also serve to answer and explain the data that has been analyzed. Some of the questions are as follows.

1. What is the English Linguistic Landscape based on the situation in three malls in Padang ?
2. What are the functions of the English Linguistic Landscape in three malls in Padang ?

1.5 Objectives of The Study

Based on the explanation above, the writer discussed several issues. This research focuses on the English Linguistic Landscape of three malls in Padang City. For this reason, there are two research questions related to this study, that is :

1. To determine the use of English Linguistic Landscape and the percentage of the total use of English Linguistic Landscape in the three malls in Padang City.
2. To compare the use of English Linguistic Landscape between the three malls in

Padang City.

1.6 Scopes of The Study

This research focuses on the English Linguistics Landscape in three malls in Padang City, that is Basko Grand Mall, Plaza Andalas Mall, and Transmart Mall. The data comes mainly from the area inside the malls. The scope of this research is more pragmatic as it discusses the context of language use. This study identifies English Linguistics and its types in three malls in Padang based on Landry & Bourhis' (1997) theory and supported by Appadurai's (1990) theory.

