

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a fundamental aspect of human beings. Language is one of the main communication tools for humans in everyday life. We can find various forms of language, especially in public spaces, including spoken language and written language, such as billboards, advertisements, street names, informational text, shop labels or signages, and others. Nowadays, the use of two or more languages in public spaces has become a common thing or phenomenon. For example, the use of local language and English in advertisements, information boards, and shop labels. The use of English in the shops labels or signage is mostly used by shop owners, especially in downtown areas, shopping malls, and tourist destinations. Most of the stores use English on their labels or signboards to engage the customers. The choice of words in naming the store labels determines the shops quality and also shows detailed information about the products they sell. Shop labels or signboards also help customers to quickly recognize the products and the differences between the shops.

The use of language on these shop labels can be referred to as Linguistic Landscape (LL). Linguistic Landscape (LL) is a new discipline that can be seen as a branch of linguistics. It has become an interesting topic to be studied by many researchers. As Landry & Bourhis (1997:25) state that ‘The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration’. In other word, any kind of language that found in the

public spaces, such as street names, billboards, shop signs, and other linguistic data can be analyzed using Linguistic Landscape studies.

Padang is the capital city of West Sumatra. Many signboards using English that can be found around the city, such as shops, billboard, restaurants, and café. However, the writer interested to choose the bakery shops as the object of research. In conducting this research, the researcher is interested in conducting a study that focuses on linguistic landscape and analyze it using multimodal analysis. A multimodal analysis approach to language and communication involves the study of how different modes (i.e., written text, images, and other visual elements) combine to create meaning.

This research entitled “*A Multimodal Analysis of Linguistic Landscape of Bakery Shops Signage in Padang*” This study explores the using of multimodal discourse analysis and sign in public spaces and focuses on Bakery Shops signage. In this research, the author tends to choose bakeries because the use of signage in bakery shops is usually associated with the English language and the store labels used have a characteristic image or sign chosen as a symbol and information for the bakery shops. This could be analyzed using multimodal analysis since labels serve not only as a source of practical information about products and services but also as a cultural marker that reflects the values, aesthetics and identity of the business and the community it serves.

The combination of textual and visual elements found on bakery shops signage presents an ideal context for applying multimodal analysis. In bakery shops, the interaction between text and visual elements such as logos, typography, and colors are not merely ornamental; it is a deliberate attempt to engage and influence customers. The choice of font styles, color schemes, images of baked goods, and placement of signage all contribute to the overall message conveyed to potential customers.



*D'Sultan Bakery, Sawahan, Padang
(Doc. Nabila Haritsa, 2025)*

In the linguistic landscape of bakery shop signage, language functions as one of several modes through which meaning is communicated. For example, textual elements such as product names, descriptions, slogans, or humorous wordplay can attract attention and create a certain tone or atmosphere, while visual elements may evoke emotions or appeal to the senses (e.g., images of freshly baked bread). By exploring how these different semiotic resources interact, a multimodal analysis allows for a comprehensive understanding of how bakery shops use signage to construct messages that extend beyond mere words.

1.2 Research Question

Based on explanation above, the researcher tries to analyze the Linguistic Landscape of English as the Names and Labels of Bakery shop in Padang. There are some questions become the focus of this research; they are:

1. What are the multimodal elements found in the selected signage of Bakery shops in Padang?
2. What are the patterns of Elements distribution on selected English signage of Bakery shops in Padang?

1.3 Objectives of the research

This research focus on multimodal analysis, analyzing how the elements in the signage strengthen the meaning. To achieve this, the researcher provides the objectives of the research as follows:

1. To find and describe the multimodal elements used in the selected signage of Bakery shops in Padang.
2. To identify the patterns of element distribution on the selected English signage of Bakery Shop in Padang.

1.4 Focus of the research

This research focuses on analyzing the linguistic landscape in Padang in the forms of Bakery shops signage. Since there are so many Bakery shops in Padang, the writer focuses the research topic only on the Bakery shops that uses English as their labels. To collect the data, the writer does an observation first and then took the documentation of all the Bakery shops signage/labels related to this research used a phone camera. After the data has been collected, then the writer starts to analyze the multimodal analysis of the linguistics landscape of Bakery shops signage. The writer refers to Kress and van Leeuwen's (2006) work on the grammar of visual design to analyze what and how the multimodal visual elements and the linguistics elements strengthen each other's meaning of the selected Bakery shops signage.

1.5 Methods of the research

In conducting this research, the writer uses descriptive qualitative research methods. In Linguistic landscape (LL) research, the data source is every written language found in public spaces. For instance, the data source for this research is any written language that can be seen by public in public space, for this research we will focus on signboard of

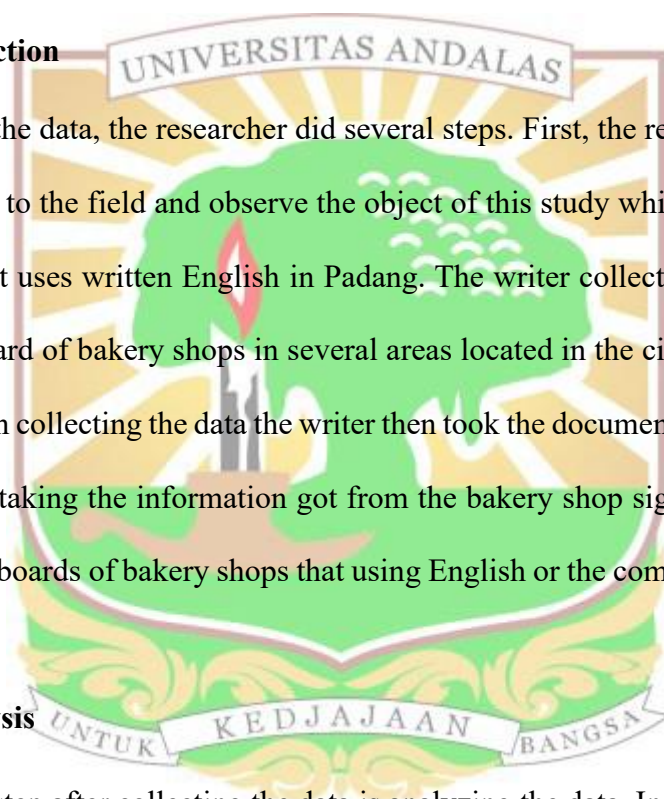
bakery shops. This research uses the type of field research. The writer collected the data by direct observation to identify and collect data from bakery shops signage in some areas in the city of Padang, mostly in Pondok, Jati, Sawahan, and mall namely Transmart and Basco City Mall. The data used are signboard of bakery shops that are use English or combination with any languages, after that the researcher analyzing the data using multimodal analysis by Kress and van Leeuwen (2006) and then make conclusions about it.

1.5.1 Data Collection

In collecting the data, the researcher did several steps. First, the researcher collecting the data by going to the field and observe the object of this study which are the labels of Bakery shops that uses written English in Padang. The writer collects and identifies the data from signboard of bakery shops in several areas located in the city of Padang. After the observation, in collecting the data the writer then took the documentation with a phone camera and note-taking the information got from the bakery shop signboard. The writer only took 20 signboards of bakery shops that using English or the combination with other languages.

1.5.2 Data Analysis

The next step after collecting the data is analyzing the data. In analyzing the data, the writer used a multimodal analysis on the documentation taken of Bakery shops in Padang. The writer analyzed what the visual and linguistics elements used in the shop labels and how those are strengthen each other's meaning of the selected Bakery shops signage/labels. To determine the visual and linguistic elements found in the picture, the researcher used descriptive form and refers to Kress and van Leeuwen's (2006) theory of grammar and visual design. By using this theory, the writer can



provide an understanding of the multimodal elements found on the signboard of bakery shops in Padang.

1.6 Definition of Key Terms

There are several key terms used in writing this research to help the reader comprehend:

Linguistic Landscape: Linguistic Landscape (LL) is a branch of sociolinguistics study that explains the presence of any written language in

public spaces. As Landry & Bourhis (1997:25) state that

‘The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration’.

Multimodal:

Multimodal is the study of how different modes of communication (such as text, visuals, sounds, gesture, etc.)

work together to create meaning. According to Kress and

Van Leeuwen (1996), any text in public space basically is multimodal text. Multimodality is a term used to refer to

the way people communicate using different modes at the same time.

Sign:

Sign is a system of symbol associated with meaning. A sign is simply any object that represents another object. Kattsoff and Thibaut (1942) define semiotics as “the science of sign”.

