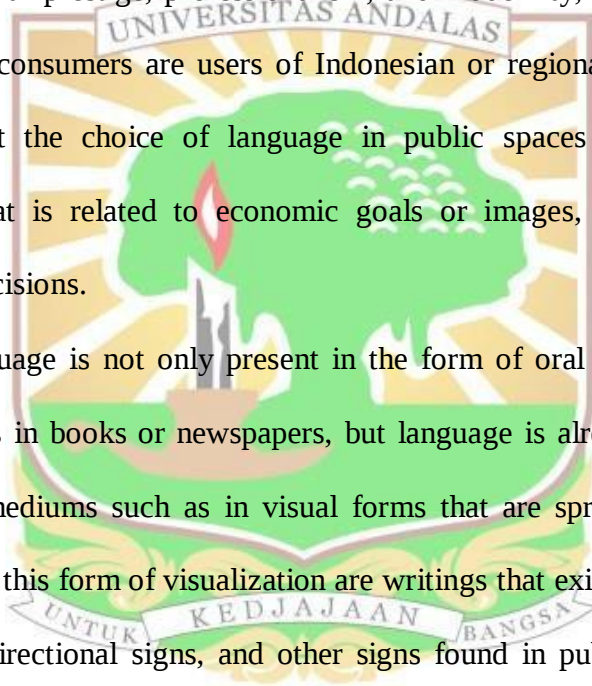


CHAPTER I INTRODUCTION

1.1 Background of the Research

Linguistic Landscape (LL) becomes interesting to study in the context of multilingual society like Indonesia because of the social interaction with the use of Indonesian and foreign languages in the same space. The use of foreign languages, especially English, has emerged in many big cities in Indonesia, not only in government or educational institutions, English is also widely used by commercial businesses. In business signage, the use of English is often associated with prestige, professionalism, and modernity, even though business owners and consumers are users of Indonesian or regional languages. Thus, it explains that the choice of language in public spaces is a communication approach that is related to economic goals or images, not only because of linguistic decisions.

Language is not only present in the form of oral communication or in texts such as in books or newspapers, but language is already present in many forms and mediums such as in visual forms that are spread in public spaces. Examples of this form of visualization are writings that exist through shop signs, billboards, directional signs, and other signs found in public spaces. Not only does it function to simply convey information, but this visual form also indicates how the spatial and cultural practices of the community are concerned. This phenomenon then became the main focus in the study called linguistic landscape (LL). The following is an example of linguistic landscape in beauty salon signage.





Picture 1
Beauty salon signage, Padang

Landry & Bourhis (1997) were the first to introduce the concept of linguistic landscape (LL), by interpreting linguistic landscape (LL) as referring to words that can be seen or observed on public and commercial signs in a particular area or region. The researchers said that linguistic landscape (LL) can show important informational and symbolic functions as markers, status, identity, and ideology of a particular social group. With that, it can be said that linguistic landscape (LL) also pays attention to how language is presented in a certain way in a specific social context.

Beauty salons are one of the prominent business ventures in using visual language. Not only offering self-care services but also functioning in constructing identity and lifestyle. Therefore, the signage in beauty salons is often designed to attract consumers, show aesthetic value, and create market trends. According to Hadiati et al., (2023), the concept of beauty is closely related to social identity, where some are viewed with negative values, such as ugliness, and others with positive values, such as beauty. This has made beauty a

part of lifestyle, leading to the widespread presence of salon billboards in public spaces. This phenomenon is important to study because, in the context of the linguistic landscape (LL), beauty salon signage, in addition to providing information about the services provided, also displays language as a modern image. English terms such as "beauty lounge", "nail bar", "hair spa", or "makeover studio" are often used by various beauty salons to give an exclusive and modern impression. But there are also those who choose to maintain the Indonesian language or regional language.

Padang City is the capital of West Sumatra province, most of whose people speak Minangkabau as their mother tongue for daily communication. However, Indonesian is also used in formal contexts such as education and government. Along with the influence of globalization, English is also increasingly appearing in public spaces. In a commercial context, English is used not only as a means of communication but is also associated with modernity, professionalism, and prestige in a global context (Crystal, 2003). Furthermore, the language chosen in commercial media also influences consumer attention, serving as a symbolic strategy to draw consumers' attention to the services or products being offered (Piller, 2003).

The combination of three languages: English, Indonesian, and regional language, make Padang an interesting space to study the linguistic landscape. However, in this case, the research of linguistic landscape (LL) in the context of beauty salons is still rarely done. The purpose of this research is to examine how the language displayed on the signage in beauty salons in Padang city. With the main focus on the classification of language use based on the number of

languages that appear in one signage, whether monolingual signage, bilingual signage, or multilingual signage and to identify the patterns of language use found in the signage. Then, this study aims to identify the function of the use of language, whether it is instrumental, regulative, interactional, personal, heuristic, imaginative, and representational. Last, this study also focuses on the visual aspect and choices of language used in beauty salon signage in Padang. This is important to do in order to understand how business owners use language as a visual tool in creating business identity, how business actors adapt consumer preferences, and negotiate cultural identity in a dynamic local landscape.

Although the use of English in public spaces in Padang City is currently very common, research focusing on the use of language and visual meaning in beauty salon signage is still minimal. Therefore, this research is important to fill this gap by simultaneously examining the use of language and visual aspects in forming business and social images and identities through the linguistic landscape of beauty salons in Padang City.

1.2 Research Questions

1. What language classifications and linguistic patterns are found in beauty salon signage in Padang?
2. What meanings are conveyed through visual grammar in beauty salon signage in Padang?
3. What are the functions of the use of language in the signage of the beauty salon in Padang?

1.3 The Objective of the Research

The objective of this research is to identify and analyze the

characteristics of language and visual aspects of beauty salon signage in Padang in the context of the linguistic landscape. This research was conducted to comprehend that language is also a form of social construction and identity, as well as commercial representation, not just a means of communication. The specific objectives of this research are as follows:

1. To analyze language classifications and linguistic patterns are found in beauty salon signage in Padang
2. To analyze the meanings conveyed through visual grammar in beauty salon signage in Padang.
3. To identify the functions of language use in beauty salon signage in Padang.

1.4 Focus of the Research

The main focus of this research is to analyse the use of language in signage in beauty salons in Padang city using a linguistic landscape (LL) approach. However, this research is limited to only conducting analysis on several commercial areas in Padang City, especially in the districts of South Padang, West Padang, North Padang, and Nanggalo. This area was chosen because it has a distribution of beauty salons with beauty salon signage with a variety of language use and visual aspects that are relevant in the context of the linguistic landscape (LL). Data selection was carried out using purposive sampling. Purposive sampling is a non-probability sampling technique where researchers rely on their own judgment when choosing members of the population to participate in their study based on specific criteria (Creswell, 2014)

Theoretically, this study focuses on three aspects in accordance with the

formulation of this research problem. First, this study highlights the types of language used in signage, whether it is monolingual signage, bilingual signage, or multilingual signage according to the research theory by Cenoz & Gorter (2006) which aims to find out how language appears in public spaces in Padang and identify linguistic pattern found in the signage. Second, this study also focuses on the social function used in signage, according to Halliday (2003) who divides the function of language into 7 parts: instrumental, regulative, interactional, personal, heuristic, imaginative, and representational, where signage on salon boards is not only to provide information but also to grow business identity and attract customers. Third, researcher also focused on the visual aspects and language choices used to construct meaning and ideology within beauty salon signage in Padang, according to Kress & van Leeuwen (2006).

1.5 Method of the Research

1.5.1 Data Collection

The data collection techniques used in this study were through direct observation, visual documentation, and interviews conducted at several beauty salons in Padang. Researcher determined the research area based on purposive sampling based on how the distribution of salons is relatively active and also representative of the use of language in public spaces. The areas that became the research area include the districts of South Padang, West Padang, North Padang, and Nanggalo. For the first step, researcher conducted an initial survey with the aim of mapping the location of salons and confirming that the data meets the research criteria, namely being permanent, visible to the public,

and containing elements of language and visual elements such as color, images, and symbols. Then, researcher documented each signage using a cell phone camera with a careful shooting angle. Additionally, short informal interviews were conducted with salon owners and staff to support the interpretation of the data. Interviews were conducted with three participants in beauty salons who were selected purposively based on their relevance to the research. The participants were selected based on their engagement in the design or management of the signage. The interviews aimed to explore the reason behind the choice of language and visual elements, based on the participants' knowledge and perspectives. Throughout the data collection process, researcher adhered to ethical principles. Participants were informed of the purpose of the study and obtained their consent before conducting the interviews.

1.5.2 Data Analysis

This study employed a descriptive qualitative method. Data in the form of photos that have been collected are then checked and transcribed by copying all the text on the nameplate such as capitalization of letters and type of writing, as well as non-verbal elements such as layout, typography, and images. First, the researcher identified the types of language on the signage, then classify the signage into monolingual signage, bilingual signage, and multilingual signage which refers to Cenoz & Gorter (2006). This classification is used to identify patterns of language use found in beauty salon signage in the city of Padang. Linguistic patterns such as language mixing are also analyzed by researcher when analyzing language use. After that, the researcher analyzed

how the function of language on the signage is included in instrumental, regulatory, interactional, personal, heuristic, imaginative, and representational according to Halliday (2003). However, researcher will only discuss functions relevant to the context of the signage. This process involves identifying phrases or words that demonstrate the business owner's intent and purpose of communication. Finally, researcher analyzed the visual aspects of the signage using Kress & van Leeuwen (2006) Visual Grammar theory. This focuses on three main dimensions: representational meaning, interactive meaning, and compositional meaning.

1.6 Definition of Key Terms

1. **Linguistic Landscape :** According to Landry & Bourhis (1997), Linguistic Landscape (LL) is a study that examines the use of language in public spaces such as on signage, billboards, banners, or other visual media.
2. **Signage:** A visual display containing signs, text, symbols, or images to convey information. Backhaus (2007) explains that signage is a section of the linguistic landscape that describes how language is applied in social and commercial contexts.
3. **Beauty Salon:** Beauty salon is a public service facility as a place of business that offers various services to beautify the appearance such as facial treatments, haircuts, make-up, and others. In the context of this research, beauty salons are referred to as public spaces to represent language and visual elements through signage, so they are not merely communicative mediums but also social construction and business identity.
4. **Monolingual Signage:** Monolingual signage refers to signs that display only one language. According to Cenoz & Gorter (2006) monolingual signage contains a single language system without any other languages on the same sign.
5. **Bilingual Signage:** Bilingual signage refers to signage that display two languages on the same sign. According to Cenoz & Gorter (2006), bilingual signage are used to describe the presence of two languages on public sign and do not refer to individual language abilities.
6. **Multilingual Signage:** Multilingual signage refers to signage that displays more than two languages on the same sign. Cenoz & Gorter (2006) stated multilingual signage reflects the use of multiple languages on a single public sign.
7. **Visual Grammar:** According to Kress and van Leeuwen (2006), visual grammar is a set of semiotic resources and rules that form the basis of visual

communication within a culture. Visual grammar is used to explain how visual elements such as images, colors, layout, and typography construct meaning through representation, interaction, and composition.

