

**Linguistic Landscape: The Use of English Language for the
Names and Labels of the Fashion Shop in Padang**

A Thesis

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ABSTRACT

In this study, the writer analyzes the use of English in the linguistic landscape of labels and names of fashion shop in Padang. This research was conducted at the Transmart Mall and SPR Plaza. The method used is qualitative (Meloeng, Lexy, 2000 (as cited in Rafsanjani, 2019, p.18)) and quantitative (Leedy, 1993 (as cited in Putra, 2019, p. 18)). The aims of this study was to observe the use of English and the percentage on the label and the shop name in Padang. The results of this study are the comparison value of English (Transmart Mall: SPR plaza) of 100 % : 41, 6 %, English-Indonesian (Transmart Mall: SPR Plaza) of 0 % : 58, 4 % dan Indonesian (Transmart Mall: SPR Plaza) of 0 % : 0 %. The conclusion of this study, the highest percentage of the use of English is the Transmart Mall.

Keyword : *Linguistic landscape, Qualitative, Quantitative, Label, Names of fashion shop, SPR Plaza, Transmart, Padang.*

