CHAPTER I

INTRODUCTION

1.1 Background of the Research

In life, humans interact with each other through language. Language is a symbol as a communication tool that can be conveyed between listeners and speakers in signs, words, movements, and messages to others. In addition, language occurs in public spaces around us. This reflects the function of language (Wierzbicka, 1996, p.3).

The essence of language can be seen from various points of view. The essence of language can be seen from various points of view. Saussure (1988) revealed three things as the nature of language, namely (1) form-content, which is the classification of thought and objects; (2) expression forms, related to abstract groupings of sound images and language forms; (3) content expression, is the formation of both (Saussure, 1988).

The subtlety of language is referred to as "linguistics". According to Crystal (2003), language is the main factor in recognizing the nation's cultural identity, groups and changing contemporary global symbols with traditional (Crystal, D., 2003).

Symbols or signs can usually be found on street names, places, traffic signs, and shop names. Thus, as may be observed, the environment can speak through language in signs or symbols and is often referred to as landscape linguistic (Mulyawan, 2016, p.1).

The linguistic landscape is the language between space and place, where various language issues interact with other languages in public spaces (Sahril, Harahap & Hermanto, 2019, p.195). The use of language in linguistic landscape studies is often found in institutional contexts such as government buildings, libraries, hospitals, laboratories, museums, and universities or schools (Gorter, D., 2007).

The linguistic landscape has a different language status in the context of a particular sociolinguistic (Cenoz & Gorter, 2006). Differences in the linguistic landscape are influenced by many factors, such as quality of life, the pattern of community life, and the region's status (Artawa & Mulyawan, 2015). Landscape linguistics is essential because it has two functions: informatics and symbolic (Landry & Bourhis, 1997). The linguistic landscape in each region is characteristic of the region and reflects the geographical situation of the region and its inhabitants in democratic conditions.

Many people use the linguistic landscape in a rural environment, but not all signs in a foreign language (English). According to Cenoz and Gorter (2006), the linguistic landscape is not solely concerned with the usage of English as a language of communication. English represents modernization and can also be used as a symbol (as cited in Rafsanjani, 2019, p.3). A symbol or a sign is made to influence customers to the mind of products sold international image (Akindele, 2011).

In Padang, there are many uses in the linguistic landscape environment. Many signs are in English, such as restaurants, shops, cafes, and shopping malls. However, the writer is interested in using English on the labels and names of fashion shops in Padang. Because fashion is trendy in all circles, even people also see successful brands and labels. So many shops tend to use English to build a modern

impression on the minds of customers. Although not all consumers understand, some signs influence the minds of consumers who sell modernity, comfort, and an unusual image. This is because foreign languages are considered a modern and global business image (Wardhaugh & Fuller, 2015).

Several previous researchers have also reported the study of the linguistic landscape, Oktaviani (2019) conducted a study on Linguistic Landscape: Case Study of Store Names in Gresik Kota Baru (GKB), Gresik and Prayitno (2016) conducted studies on Linguistic Landscapes and the Use of English in Surabaya Clothing Stores (Oktaviani, E., 2019; Prayitno, Rima Y., 2016). However, this study was conducted on the island of Java (Gresik and Surabaya), for the city of Padang, not yet reported landscape linguistics using English in shop names in Padang.

Based on the above research, the writer is interested in studying Landscape linguistics: the use of English on labels and names of fashion shops in Padang. Because fashion is prevalent in all circles, besides, people have changed, from traditional Minangkabau clothes (baju kuruang) to the previous symbol of West Sumatra. However, in line with global developments and advances in technology, several new trends are embracing the concept of global culture. This is indicated by the inclusion of foreign language brand labels sold in clothing stores in Padang. Therefore, the source of this research will be conducted in two shopping centers in Padang, namely the Transmart Mall and SPR Plaza.

1.2 Research Question

Based on the background above, the writer tries to analyze the Linguistic Landscape of English as the Names and Labels of the Fashion Shops in Padang. Two questions become the focus of this research, they are:

1. What are the language and percentage of each language used at Transmart Mall and SPR Plaza on fashion shop signs?

2. In two shopping centers, how different are foreign languages borrowing words?

1.3 Objective of the Study

In general, the objectives of this research include :

1. To determine the use of English and the percentage of labels and names of fashion shop in Padang.

2. To compare the use of the English language in two shopping centers, namely transmart mall and plaza SPR.

1.4 Scope of the Study

In this research, The writer analyzes the linguistic landscape: the use of English in the labels and names of fashion shop in Padang. This, because almost all people like fashion, from children to adults. The research was conducted at two shopping centers, namely Transmart Mall and SPR Plaza. Both of them have been using the shop name and label in English. In addition, the writer takes data from observations in the shopping center and their website.
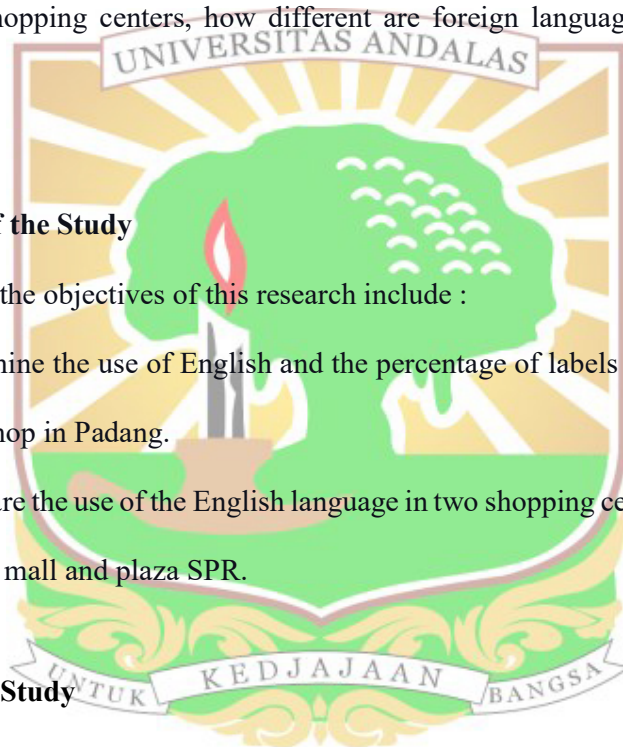
1.5 Method of the Research

The data source in research is the subject from which the data can be obtained (Zuldafrial, 2012). The data in this research was obtained from two shopping centers that are SPR Plaza and Transmart mall. The writer chooses data from brand labels or shop names that are very familiar and non-familiar for the people.

There are numerous shops using Indonesian as their name and numerous shops using foreign languages. Because Linguistic landscape is language in an environment words, and images are displayed in public spaces and become the center of attention in an area that is fast growing (Shohamy & Gorter, 2009). In analyzing the data, there are three steps in conducting the research. First, there is collecting, analyzing, and presenting the result of the analysis (Sudaryanto, 1993, p.5).

1.5.1   Collecting the Data

To collect the data, the writer used the non-participant observational method and the non-participant observation technique. The data were taken from the observation results. The data are the pictures of names and labels of the fashion shops in Transmart mall and SPR plaza. To collect the data, the way that the writer does analyze is by walking through the shopping centers and taking note of the name of the fashion shops.

1.5.2   Analyzing the Data

In this study, the methods used are qualitative and quantitative. Qualitative methods of data are obtained in the form of pictures or words (Moleong, 2000 (as cited in Rafsanjani, 2019, p.18)). Meanwhile, the quantitative method of the data

obtained is calculated based on a mathematical approach to find the percentage of each data (Leedy, 1993 (as cited in Putra, 2019, p.18).

The writer was found the percentage of a sign that used a factory by the formula below :

$$xx = \frac{y \ (a \ number \ of \ sign \ that \ uses \ a \ factor)}{z \ (all \ of \ the \ sign)} \times 100 \ \%$$

x = the percentage of a factor/result

y = a number of sign that uses a factor

z = number of all the sign

1.5.3   Presenting the Result of Analysis

To present the data, there are two ways of presenting the result of the analysis. They are formal and informal methods (Sudaryanto, 1993, p.62). A formal method presents the result of analysis in the form of signs and symbols. In contrast, the informal method presents the analysis results in the form of words of verbal language. To determine the names and labels found in the picture, the writer presented using verbal language. The writer uses descriptive form, and the picture will be taken to explain the detailed information about the slogan, especially the message. To support the explanation, the use of tables is also applied.