CHAPTER I

INTRODUCTION

A.1 Background of the Research

The relationship between language and landscape (public space) is inevitable and each one requires the other. Nash (2016: 380) depicts this relationship by arguing that language and landscape are obliged to each other: Language demands landscape, landscape expects language. Linguistic landscape (LL) is a relatively new area of sociolinguistics that focuses on written languages in the public space of a given territory.

The unit of analysis in a given LL is a sign. Signs function as illustrative texts which can be read, photographed, probed and linguistically and culturally dissected. According to Landry and Bourhis (2007), signs are used in order to disseminate messages of general public interest such as topographic information, directions, warnings, etc. Public signs also appear in commercial contexts like marketing and advertising, where their function is to draw attention to a business or product. Apart from the messages that these public signs intend to convey as mentioned earlier, we can also learn the diversity of language and culture underlying in the messages
because public signs are "a type of semiotic sign in that they stand for something other than themselves" (Akindele, 2011: 2).

Linguistic landscape covers all items of language used in public space. If we observe the linguistic landscape around us, there will be many items that show various kind of language. For example in Indonesia, the language used is Indonesian, as the national language. Suswandari (2009:16) mentioned that Indonesia consists of kinds of tribes and regional languages which are united with one language, Indonesian language. Thus, the languages that possibly used in Indonesia are Indonesian, English as the global language or even the regional language of certain region.

When we get into a new country or city, the first forms of contact we have with the language and the script of the place are the billboard sign, ads or public sign because those things represent the language of the country or the city that we visited. If the country is multilingual, each instance of language choice and presentation in the public signage transmits symbolic messages regarding legitimacy, centrality and relevance of particular languages and the people they represent. Ashleigh Brito (2013) suggests that signs in the context of social spaces tell us a lot about the users of the space, how users interact with signs, how users influence and are influenced by them; they start telling stories about the cultural, historical, political and social backgrounds of a certain space.
In this study, the researcher would like to analyse the multilingualism and the minority language in Cilacap (Gatot Subroto Street – Jend. S. Parman Street) and Purwokerto (Jend. Soedirman Street). The researcher takes the data from the shop’s name, restaurant, or other billboard sign. As pointed out by Durk Gorter (2006) linguistic landscaping is not only the literal study of the languages as they are used in the signs, but also the representation of the languages, of which the latter aspect can be related to identity and cultural globalization, to the growing presence of English and to revitalization of minority languages. The researcher proposes to do the research with entitled “LINGUISTIC LANDSCAPE: MULTILINGUALISM AND THE MINORITY IN TOWNS”

A.2 Problem of research

The problem of this research can be stated as follows:

1. How is Linguistic Landscape presented in Cilacap and Purwokerto?

2. How are the languages presented on public signs in Cilacap and Purwokerto?

A.3 Objectives of the research

The objectives of the study are:

1. To investigate and describe the Linguistic Landscape of Cilacap and Purwokerto.
2. To observe how the language presented on Public signs in Cilacap and Purwokerto and the ways it displayed.

A.4 Significance of the Research

From the existence of this research, it is expected to contribute the field of Linguistics Landscape analysis, especially in the study of public sign in Cilacap and Purwokerto. Theoretically, this research is hoped to contribute for linguistics students, especially in study of Linguistics Landscape. In the light of fact, this study is the new subject in Faculty of Letters, University of Muhammadiyah Purwokerto in order this research can help other linguistic students to find new idea. Meanwhile, this research hoped to contribute to the development of the knowledge of language society, especially for people who want to learn deeper about linguistics studies in Linguistics Landscape.

A.5 Limitation of the Research

This research is to describe about the Linguistics Landscape phenomena that exist in Cilacap and Purwokerto. The researcher takes the data from the protocol road in Cilacap (Gatot Subroto Street – Jend. S. Parman Street) and Purwokerto (Jend. Soedirman Street). After do some observation, the researcher take the data from both streets because those streets are the shopping centre and large urban centre that there are lots of shop, restaurant even the streets vendor built their
business on those streets and there are many kind of language that occur in both streets. By examining the language using linguistic landscape theory, researchers can examine a new thing in the field of bilingual and multilingual language. The researcher would like to use Durk Gorter theory of Linguistics Landscape to break down this research entitled “LINGUISTIC LANDSCAPE: MULTILINGUALISM AND THE MINORITY IN TOWNS”

A.6 Definition of Key Terms

A.6.1. Linguistics Landscape

Researching the linguistic landscape (LL) is a recently developing field of sociolinguistics and applied linguistics which concerns the “written form” of languages in public space (Gorter 2006: 2). Landry and Bourhis (1997, cited in Shohamy et al., 2001) define ‘linguistic landscape’ as all linguistic tokens ‘which mark the public sphere, including road signs, names of sites, streets, buildings, places and institutions as well as advertising billboards, commercials and even personal visit cards’. Large cosmopolitan urban centres are often culturally and linguistically diverse, composed of separate and identifiable neighbourhoods, each with its own linguistic culture, that is ‘the set of behaviours, assumptions cultural forms, prejudices, folk belief systems, attitudes, stereotypes, ways of thinking about
language, and religiohistorical circumstances associated with a particular language’ (Schiffman, 1996: 5).

Spolsky and Cooper (1991) are also convinced that linguistic landscape has two functions. The first is communicating the relative power and the second is status of linguistic communities in a given territory. In this sense, linguistic landscape can be referred to as “symbolic construction of the public space” as it is the languages it uses and the symbols it shows that serve as the landmarks of the public space where “things happen in society” (Ben-Rafael et al. 2006).

A.6.2. Multilingualism

The study of the linguistic landscape is particularly interesting in bilingual and multilingual contexts. As stated by Jasone Cenoz (2013) multilingualism can be studied in some variety of perspective, such as linguistics, sociolinguistic, and psycholinguistic. Globalization has increased the value of multilingualism. Speaking different languages has an added value. As Edwards (2004) pointed out, speaking English can be necessary, but the ability to speak other languages none the less ensures a competitive edge. Given its growing importance in modern society, multilingualism has attracted increasing attention in applied linguistics as it can be seen in the titles of journals, articles, books, and academic conferences even in the use of public or commercial sign that use the term multilingualism.
A.6.3. Top Down and Bottom Up

One first step in order to investigating a Linguistics Landscape research is analyzing Top-down and Bottom-Up flows of LL element. That dimension refers to a difference between official signs placed by the government or related institution and nonofficial signs put there by commercial enterprises or by private organizations or persons. Ben-Rafael, et al. in Gorter (2006:10) stated that in analysing the LL items of a certain area, there are two kinds of elements that need to consider:

1. Top-down items are issued by national and public bureaucracies like public institutions, signs on public sites, public announcement and street names.
2. Bottom-up items are issued by individual social actors (shop owners and companies) like names of shops, signs on businesses and personal announcements.

Thereby, linguistic landscape research today not necessarily focuses on the dichotomies of top-down versus bottom-up or private vs. government signage as many early studies did. Most studies include both quantitative and qualitative data – in the form of background interviews or more in-depth analysis of individual features of the data. Often, the systematic analysis of written language in the public sphere becomes particularly valuable when related to other data sources such as oral language practices or language legislation (Durk Gorter 2006:3)
The study of linguistic landscape is a very interesting study because it can provide information about differences between official and non-official language policies that can be reflected in top-down signs such as street names or official building names which built by local governments and the impact of those policies on the individuals as reflected in a bottom up sign like a store name or a street poster. Ben-Rafael also added that both top-down and bottom-up elements are used to be perceived and interpreted by the public who pass through these items. However, the former ones are usually expected to represent the dominant culture or identity of a certain community while the latter are designed much freely depending on the individuals.

A.7 Organization of the Research Report

In this research, the researcher organized it into five chapters;

Chapter I is Introduction. It comprises of Background of The Research, problem of the research, objectives of the research, objectives of the research, significance of the research, limitation of the research, definition of key terms and organization of the research report.

Chapter II is Review of Related Literature. It provides some theories supporting this study such as Theoretical Framework and Review of Related Studies.
Chapter III is research method. It consist of type of the research, data and source the data, method of collecting data, technique of collecting data, method of analyzing data.

Chapter IV is Data Analysis, where the researcher presents the finding of this study.

Chapter V is Conclusion and Suggestion. In the first sub chapter, the researcher draws a conclusion of this study, while in the last sub chapter the researcher gives some beneficial suggestions for further research.