CHAPTER II

LITERARY REVIEW

The presence of theory in analysing problems is compulsory. Furthermore, an analysis without theory will be chaotic. This makes sense because theory plays as a tool to break the data into pieces for the analysis process run well and yield good result. In addition, this chapter also discusses the review of related research to this research plus serves the introduction towards the object of the data. Meaning, this part will point out the significant value of this research compared to other researches.

B.1 Theoretical Framework

B.1.1 The Notion of Linguistics Landscape

According to the Oxford Dictionary, ‘Landscape’ means all the visible features of an area of land, often considered in terms of their aesthetic appeal. On the one hand the literal study of the languages as they are used in the signs, and on the other hand also the representation of the languages, which is of particular importance because it relates to identity and cultural globalization, to the growing presence of English and to revitalization of minority languages (Gorter: 2006). The concept of Linguistics Landscape was developed to illustrate the relationships between multiple languages that co-exist in a community.
Linguistics Landscape fulfilled a visual representation pattern of language choice. As stated by Amanda E. Dixson (2015) Studying the world’s linguistic landscape also gives a visual and prominent example of the global spread of English, and the symbolic meanings associated with the use of English on signs, such as prestige and modernity. Shohamy and Gorter (2009) point out that people create the language of the public space, therefore, the landscape communicates messages conveyed by people, which often have a deeper meaning than what is seen on the surface. The study of the linguistic landscape is particularly interesting in bilingual and multilingual contexts.

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). Linguistic landscape research not only studies the signs, but it investigates as well who initiates, creates, places and reads them. Moreover, linguistic landscape research as presented in this volume looks at how the linguistic landscape is manipulated – consciously or unconsciously – in order to confirm or to resist existing or presumed language prestige patterns and hierarchies. It also considers ways in which the linguistic
landscape does or does not reflect language demographics, use, attitudes, and policies (Durk Gorter, 2006).

B.1.2 English as a Global Language

Pakir (1999) describes that English is a global vehicle that refuels at every stop, creates economic and other opportunities, and returns to its home bases, each time upping the financial ante for English users. English has become a global commodity that seems to have no sell-by date attached to it (p.104). With the increase of global communication through the Internet, the presence of English as a global language is becoming more apparent. Global linguistic landscaping gives us knowledge about urban landscaping, especially when they become more multilingual because of the spread of English.

In this global era, people around the universe like to learn English. As stated by David Crystal (2003:4) firstly, a language can be made the official language of a country, to be used as a medium of communication in such domains as government, the law courts, the media, and the educational system. To get on in these societies, it is essential to master the official language as early in life as possible. Such a language is often described as a ‘second language’, because it is seen as a complement to a person’s mother tongue, or ‘first language’. Secondly, a language can be made a priority in a country’s foreign-language teaching, even though this language has no official status. It becomes the language which children are most
likely to be taught when they arrive in school, and the one most available. Meanwhile, English language businesses are seeking larger global markets and more consumers for their products or services (Cenoz & Gorter, 2009) and English also can bring the economic properly.

B.1.3 Minority Language

In Indonesia, the research that examines the topic of minority language is particularly seldom and interesting to be studied. The society in Indonesia has various languages and cultures; in fact, the language selection is a very complex issue. According to National Geographic Indonesia (2016), Indonesia has 742 different languages. The distribution of 742 languages throughout Indonesia seems to be inversely proportional to the number of languages with the population. Java Island with a population of 123 million people has no more than 20 languages. In contrast, a population of 2 million people in Papua has 271 languages. It brings a quite serious problem for the languages in Indonesia. Languages that are in danger and threatened with extinction are languages that do not have a younger generation who use the mother tongue. The adult generation is the only group that is still a fluent speaker.

Gorter (2012) Although literacy has become an important issue also for speakers of minority languages, much less attention has been given to the written
displays of minority languages in the public space. Taken in this sense, linguistic landscape research clearly feeds into the study of minority language communities, especially since issues of power and resistance are at the heart of its research agenda. This kind of issues, happen in Cilacap and Purwokerto where the community speak *Banyumasan* or “Ngapak” language as their daily conversation. Yet, even though *Banyumasan* language is the local language in Cilacap and Purwokerto, but the use of *Banyumasan* language in the case of Linguistic Landscape is extremely seldom, particularly in public sign. Most entrepreneurs use attractive language such as English to improve prestige and attract the attention of the public. It is because the background of both cities, many of the people which come from other city or country stay in these two cities. It makes *Banyumasan* language become extinct in this global era.

**B.1.4 Multilingualism**

In the context of language in Indonesia, which are multilingual, multiethnic, and multicultural, with the intensity of contact between one ethnic group and the other quite high, linguistic competition is inevitable. The study of linguistic landscapes aims to add another view to our knowledge about societal multilingualism by focusing on language choices, hierarchies of languages, contact-phenomena, regulations, and aspects of literacy. Multilingualism is a common
phenomenon in Indonesia since is a multicultural country that consist lots of tribes and different cultures.

In the case of multilingualism in linguistic landscape, a city that is considered multilingual is a city that has more than 2 languages. Huebner (2006) in the study of Bangkok’s Linguistic Landscape state that not all multilingual signs are so straightforward. Many multilingual signs exhibit some form of language mixing. For example a sign may be written in Thai script, but the words and/or syntax may be English. We can analyse the multilingual signs according to the place the languages occupy on these signs. One of the foremost things to be considered in a multilingual space, for the purpose of this type of research, is quite simply the visible text within an area. It is, thus, important to consider what it is that actually comprises text.

Nowadays, multilingualism is a very common phenomenon all over the world. This is to be expected, considering that there are almost 7,000 languages in the world and about 200 independent countries (Lewis, 2009). In this new era, not only vernacular or local languages that contain in Indonesia, English language as a foreign language also take a part lately. The use of English in public sign has a very significant influence on the phenomenon of language in Indonesia as the impact of globalization. Other languages such as local languages marginalized and become a minority language even though those languages are the identity of the people live there.
B.2 Related Research

Before working on this study, the researcher definitely searched for some previous researches in order to help the researcher for the study. There are some previous researches that were used to support this study.

The first is the research form Sonia Yavari (2012) from Linköping University entitled *Linguistic Landscape and Language Policies: A Comparative Study of Linköping University and ETH Zürich*. This paper aims to study the linguistic landscapes of two different universities (Linköping University and ETH Zürich) in two different countries (Sweden and Switzerland, respectively) with rather different language policies. The aim is to ascertain some of the striking differences, as well as, the similarities between the two universities in terms of the public use of languages. That make it different with my research is this research investigates the relationship between LL and language policy, and uncovers any contrasts which take place between top-down (posted by the university staff) and bottom-up (not inscribed by the university personnel) forces.

Second is the research from Amanda E. Dixson (2015) entitled *Analyzing The Multilingual Linguistic Landscape Of Buffalo, New York*. This study examines how these linguistic communities are represented in the linguistic landscape, and what deeper symbolic meanings signs in the linguistic landscape hold for them. This study analyzed neighborhoods with significant populations of speakers of languages other
than English, as well as more popular, cosmopolitan, gentrified and higher socioeconomic status neighbourhoods for the sake of comparison. The result is the most apparent in the linguistic landscape is that the number of English signs that found was extremely larger than the number of non-English signs.

The third one is the research from Ashleigh Brito entitled *Multilingualism and Mobility: A Linguistic Landscape Analysis of Three Neighbourhoods in Malmö, Sweden*. This research examines three neighborhoods in the city of Malmö, Sweden (Västra Hamnen, Möllevången and Rosengård), in order to investigate how multilingualism as a consequence of globalization occur in public space. Through the analysis of storefront on each neighborhood, this thesis also pays attention on each spaces of historical background. This thesis aims to establish how the mobility in language given by globalization is applied in the concept of landscape linguistics and how language serves as a tool for individuals to show them actively or passively to the globalization response. The result of this analysis is that the multilingualism that occurs in Sweden holds a high value with a unique sense of place.

Next, the research from Ben Rafael et all. *Linguistic Landscape as Symbolic Construction of the Public Space: The Case of Israel*. This paper compares patterns of LL in a variety of homogeneous and mixed Israeli cities, and in East Jerusalem. The groups studied were Israeli Jews, Palestinian Israelis and non-Israeli Palestinians from East Jerusalem, of whom most are not Israeli citizens. The study focused on the
degree of visibility on private and public signs of the three major languages of Israel—Hebrew, Arabic and English. This study reveals essentially different LL patterns in Israel’s various communities: Hebrew-English signs prevail in Jewish communities; Arabic-Hebrew in Israeli-Palestinian communities; Arabic-English in East Jerusalem. All in all, LL items are not faithfully representative of the linguistic repertoire typical of Israel’s ethno linguistic diversity, but rather of those linguistic resources that individuals and institutions make use of in the public sphere.

The last but not least is the research from Dele Olufemi Akindele entitled Linguistic Landscapes as Public Communication: A Study of Public Signage in Gaborone Botswana. The present study intends to contribute to this development in Gaborone the capital city of Botswana. The aim of this study is to show that LL can provide valuable insight into the linguistic situation of Gaborone Botswana, including common patterns of language usage, official language policies, prevalent language attitudes, and the long-term consequences of language contact, among others. This was be done by analyzing the data collected from specific public domains such as street signs, advertising signs, building names, warning notices and prohibitions, billboards, shop signs, informative signs (directions, hours of opening), etc. in Gaborone. The study shows that English dominates the landscape as it is in the case of other Anglo African countries today. It does not suggest that the nation speak English more than the local language, Setswana. The study also suggests the influx of
Chinese language and culture. What is absent in this study is that there was no single sign that was in any other local language apart from Setswana.

According to the previous research above, most of them use the similar object. There are the study of Linguistic Landscape which cover of public sign, multilingualism and top-down and bottom-up. In fact, until this time, the research that explains about minority language of a country including Indonesia is extremely rare. Not only studied about minority language, the study about Linguistic Landscape also very difficult to found in Indonesia. Another thing that makes the research is special with other is that this research describes two cities in comparison to minority languages. These two cities are Cilacap and Purwokerto; the large cities in Central Java. The societies in both cities use the same language in their daily life. With the theory of linguistic landscape, the researcher would like to break down the linguistic phenomena that occur in Cilacap and Purwokerto.