

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Language is a mean used by individuals to interact with others and to exchange the information, not only verbal language but also the written one. Linguistic landscape is one of subject in linguistics field which analyzes written language on signs, whether it is displayed by private institutions or the government. The analyzed signs are public road signs, advertisement billboard, street names, place names, commercial shop signs and public governmental buildings (Landry and Bourhis: 1997).

On the other hand, Sayer (2009) opines that the Linguistic landscape is also covered with signs: adorning T-shirt and backpacks, peddling products and promoting politician. Essentially, it is not a new study since there were many researchers already did some researches in this subject a couple decades ago such as Rosenbaum et al (1997), who analyzed the prominence of roman script on signs in a busy street in Jerusalem, Israel and Tulp (1978) who investigated the geographic distribution of French and Dutch advertising billboards in the municipalities of greater Brussels, Belgium (Edelman: 2010) and according to Gorter (2006) the number of researches in linguistic landscape is increasing due to many researchers focus on discussing linguistic landscape nowadays.

The complete inventory of landscape in a street or area is the corpus of this study. The data can be taken from a scene of a street where public space is

constructed. Gorter and Canoz (2007) defined that the study of the linguistic landscape focuses on the analysis of the written information that is available on language signs in a specific area. They, (2006), also specified that the data of the research can be taken from one street only.

Meanwhile, the other researchers, Bogatto and Helot (2010), analyzed a certain area in France, called *The Quartier Gare*, not a street as other former researchers did. According to Gorter (2006), the researcher may limit himself to the city or the area where the data are taken. Heubner and Backhaus (2006) also limit the area by themselves, where they only selected some parts of the city in Bangkok and Tokyo, respectively. The areas of Heubner's data research are taken from 15 neighborhoods in central and suburban Bangkok. Meanwhile, Backhaus took the data from 28 streets near 28 stations in the central city of Tokyo. On the other side, two important things which become the considerations for Ben Rafael *et al* are; first, the selected area represents the ethnocultural and the national division. Second, it is the major commercial area and many public institutions are located (Gorter: 2006).

The linguistic landscape also relates to the globalization process where the languages used on the signs are global languages. The globalization process leads the English language to have an important place in the world. Its importance makes the English language gaining its fame as a global language, and as a result, English gets a good place in the metropolis landscape such as Bangkok, Thailand and other cities in Asia (Gorter: 2006). English is widespread in

various countries even countries with non-English speakers, even though sometimes it only appears in written text. It is known as an international language which become lingua franca of the citizen of the world which can connect them from different native languages. Ben Rafael *et al.*, also prefer to call English as a non-foreign language (Gorter: 2006).

This undergraduate thesis compares patterns of English language in two cities in two different countries where English is a foreign language in both cities. Sofia, the capital city of Bulgaria is one of the selected cities while another selected city is Purwokerto, a city in Central Java, Indonesia. The selection of the two selected areas is because both are facilities provided by the government and operated by the government as well. In this case, Purwokerto station is operated by the central government so that the language policy implemented between one station and another station in other cities is the same. So this research compares two public facilities in two different countries where English become the foreign language

Bulgaria is located in Eastern Europe where the majority of the local speak Bulgarian, as one of Slavic languages and do not speak English as their first language. The main language in Bulgaria is the Bulgarian language written in Cyrillic alphabet. It is not only used in Bulgaria but also in Russia and several Balkan countries. Since the Bulgarian language is written in the Cyrillic alphabet, it is more dominant than the Latin alphabet in the whole country. The data from

World Population Review say that the population of Sofia is 1,2 million population in late 2015 and more than 8 million population of the whole country.

Another selected city is Purwokerto. A city in central java, Indonesia where Javanese '*ngapak*' language becomes the main language used by the citizen. It is part of Javanese language but it has special dialect and several different affixation from the standard Javanese language. The local of Banyumas regency speak Banyumasan language or *ngapak* in which has linguistic specialty that is different from the standard Javanese language (Widyaningsih: 2014). A report from banyumaskab.bps.go.id shows that in 2017 the population of Purwokerto is more than 250 thousand citizens, while the total population of Banyumas regency is about 1.6 million population. However, since there are several universities, tourism places in the city, many of them are comers and visitors from other cities who stay or live in Purwokerto in a certain period. Indonesian language also used in this city since it becomes the lingua franca of Indonesia which used to communicate to other people who speak other local languages. English language is only a foreign language in Indonesia where it almost has no place in daily spoken language.

In this research, the researcher tried to compare linguistic landscape in two areas in two different cities in Bulgaria and Indonesia. The first selected areas are 35 metro stations in Sofia, Bulgaria, a representative of Eastern European countries which the written language dominated by Cyrillic script. The second selected areas are located in the main railway station and its

surroundings which still have related signs to the station in Purwokerto, Indonesia. It is a representative of Indonesia where the English language is not a majority language. The focus of this research is comparing the use of the English language on signs in those two selected public sites.

Multilingualism is a common phenomenon in linguistic landscape where there are a lot of researchers who make it as the main discussion in their linguistic landscape research. Thus, it occurs due to the presence of two or more languages on the analyzed signs. Konsiken (2012) also stated that the evidence of multilingualism which triggered the landscape typically becomes the focus of linguistic landscape researchers. However, this research focuses on how the English language used in one scene with the official language used on the signs. They are categorized as top-down signs since the signs are located in public sites and provided by the public institution. As stated by Ben Rafael et, al. (2006), the items of linguistic landscape such as signs on public sites, public announcement and street name or an items that issued by national and public bureaucracies are defined as top-down. Backhaus (2006) also stated that signs are considered as official signs if they are set up by the governmental organization.

There are two languages displayed in both selected area, Bulgarian-English and Indonesian-English. As the first language in Bulgaria, it becomes the main language displayed in all signs in 35 metro station in Sofia. The use of the English language is only as the second language on the signs and most of them are translations of the main language. The same concept of English language

usage also occurs in a railway station in Purwokerto. Indonesian language as the formal language as well as the lingua franca has a principal role on the signs where Indonesian becomes the main language to deliver the information to the reader. As a foreign language, English displayed as a piece of additional information under the main language. The use of English in both public sites is a mean of communication to help the reader who does not speak the first language in both cities where both selected areas are places where foreigners probably come to use the public transportation.

Therefore, the researcher is interested in research on linguistic landscape study and examining the comparison of English language usage in 35 metro stations in Sofia, Bulgaria and a main railway station in Purwokerto, Indonesia. The data are public signs in both the selected area which categorized as top-down signs. Hence, the research is entitled “The Comparison of Linguistic Landscape between Sofia and Purwokerto: The Case of English Presence on Public Signs”.

A.2 Problems of the Research

This paper analyzes the language used on signs in 35 metro station in Sofia, Bulgaria and a main railway station in Purwokerto, Indonesia. The research problems of the research are:

1. How is the position of English compared to other languages on sign in Sofia and Purwokerto?
2. How is the English language displayed on signs in Sofia and Purwokerto?

A.3 Objective of the Research

1. To reveal the position of English language in top-down, bottom-up, monolingual sign and bilingual sign compared to other languages in linguistic landscape in Sofia and Purwokerto
2. To describe how the English language is displayed in case of order of appearance and translation on signs in Sofia and Purwokerto.

A.4 Significance of the Research

This research discusses the Linguistic Landscape in Sofia and Purwokerto in case of English presence. The writer aims to reveal how the English language is displayed on signs in non-English speaking countries. The reason is that English is widespread and gives a significant effect on language display on signs. So, this research can give new perspectives in Linguistic Landscape study, particularly in these two selected areas. Furthermore, the writer hopes this research will give additional references to the readers who want to conduct further study in this field.

A.5 Limitation of the Research

The selected areas of this research are 35 metro stations in Sofia, Bulgaria and a main railway station in Purwokerto, Indonesia. The researcher analyzes signs in both areas using linguistic landscape approach. The data are pictures of signs which display the English language and any signs related to this research. All pictures of signs in 35 metro stations in Sofia were taken on January 2019.

The other data were signs in a main railway station in Purwokerto taken on June 2019.

A.6 Organization of the Research

This research consists of five chapters. The first chapter deals with the background, problems of research, objectives of research, limitation of research and organization of research. The second chapter is a review of the literature. The third chapter deals with the method of the research. The fourth chapter is the analysis of the data and ended by the conclusion and suggestion in the fifth chapter.

