

CHAPTER I

INTRODUCTION

In the first chapter, the researcher explains this research in general, and this chapter consists of the background of the study, research questions or problems, objectives, and the scope and limitations of the study.

1.1 Background of the Study

A language is a tool or medium of information communication used in daily conversations, we use language as a communication tool in public or private areas, and language can be beneficial, particularly in public places. The main area for achieving language awareness is in public places, where people gather and change information, ideas, and opinions. We can choose or discover something new or existing in public by seeing it as static or moving text that shows specific ongoing social actions. We frequently see textual language displayed on streets as guides, information providers, or decorations near highways, residential complexes, businesses, tourist attractions, and retail areas, such as flasks.

When we leave our homes or go to public places, we encounter street names, buildings, apartments or hotels, cities, offices, product and service information, and banners or adverts posted in the media. Public places are interesting to study because it is open and accessible to the general public. Shohamy et al. (2010). This segment is concerned with realising policies through language in everyday life, and this defines public places as a place for human activity (in this case, using language) that occurs in coordinated or uncoordinated physical space (Ricento, 2006; Shohamy, 2006). Because of the usage of numerous Indonesian and regional and foreign languages, the use of language in public places in Indonesia remains intriguing and highly diverse.

Linguistic landscape (LL from now on) is concerned with the use of

language in public places. This emerging academic subject blends applied Linguistics, Sociolinguistics, Anthropology, Sociology, Psychology, and Cultural Geography. Landry and Bourhis (1997) invented the phrase LL, limiting language to identifying public roadways, billboards, street and place names, restaurants, and government buildings in a specific location. Linguistic words evolve, with dynamic meanings that keep up with the times, not just in written and spoken language but also in the complexity of semiotic places, encompassing producers, decision-makers, and consumers of signs (Barni & Bagna, 2015).

Landry and Bourhis (1997) define LL as the presence and visibility of language in commercial and public signage within a specific region or territory. They see the LL as a newly established language policy and planning approach that aims to investigate multilingualism in speech communities. Furthermore, LL focuses on the representations of languages in public places. Understandably, the LL discusses all writings in a public location, such as a banner and the name of a specific business. According to Mensel, Vandenbroucke, & Blackwood (1997), the target of LL research may be any visible display of written language and people's interactions with these signals. Furthermore, a linguistic landscape refers to linguistic things that mark public areas, such as inscriptions or LL items. Any written sign seen outside private houses, from traffic signs to street, store, and school names (Shohamy, Ben-Rafael, & Barni, 2010; Kallen, 2010).

LL can impact how people use language in public areas, mainly when several languages are utilised. For example, if many visitors are speaking various languages in a tourist location, there may also be multiple tourists communicating in different languages in public areas. LL may also influence how people perceive the information presented in public settings, mainly if the material is delivered in a language unfamiliar to all visitors visiting that location. According to Puzey (2016), LL is interdisciplinary research that captures the interaction of one language with another in public places. LL is present and is a counterpoint to the importance of

written language, which is becoming more critical in language studies.



Figure 1.1. General Signs at Kedinding Lor Gang 2

(Source: Personal Documentation)

The sign above is an example of LL. The picture above is a type of LL is Bottom-UP because it can be seen from the typography that was created or published by the Kedinding lor gang 2 community, and then there is a phrase "*Himbauan...!!! Jalan bukan untuk garansi mobil*" the function of the LL is as an appeal to the community, especially the residents of Kedinding lor gang 2 not to park the car on the street that is passed by the citizens



Figure 1.2. General Signs in Kenjeran

(Source: Personal Documentation)

The picture above is another example of using LL in the Kenjeran. The sign above is the type of LL Top-Down, which can be seen from the font used. The sign

indicates that about 3km ahead is the Kenjeran Koramil.

The investigation of the LL has been the primary focus of the research with a variety of objects, as shown by the work of earlier researcher such as Sari (2019), Laela (2021), Xiao & Lee (2019), and Hasan, amongst others (2021). The first study, by Sari (2019), in her study, looked at popular tourist destinations. The researcher used qualitative and quantitative methodologies to examine the LL housed inside the Museum Angkut Batu Malang. This research is the same as before as what was done by Laela (2021). Her results showed that there was 574 LL from three tourist attractions. Moreover, another LL research focused on tourist attractions was conducted by Xiao & Lee (2019) at a Palace Museum in China, which focused on the use of English during the existence of an official language, namely Chinese.

Moreover, the previous research conducted by Hasan (2021) is the same as that conducted by Xiao & Lee (2019), which is set in a museum. However, in stark contrast to the research conducted by Xiao & Lee, here, the researcher focuses on the use of language in LL and placement configurations language proportionally. None of the previous researcher analyses the functions of LL and the representation of the identity of the sign—besides the LL in beaches tourism destinations in Bangkalan, Madura.

However, the researcher will use four tourist attractions in Bangkalan Regency: Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach. These four tourist attractions are places that domestic and foreign tourists frequently visit. Therefore, the four tourist attractions can be used to see the environment in these tourist attractions through the LL, and not only through the LL as well, but we can also see the maintenance of cultural values in the tourist spots reflected in the language used. Furthermore, another reason the researcher use this tourist attraction is that the place is being developed by the government and residents, making it the most visited place by many tourists. Indeed much has been done to attract tourism. One way is to use LL.

As a result, the researcher utilizes LL to determine what language is spoken at the tourism destination and check for variances in the language used by the government or tourist attraction management to sell these tourist sites. Therefore, the investigation of LL in the travel and hospitality business is quite interesting. Madurese is the language used most often in the day-to-day activities in the Bangkalan Regency, which is inversely proportional to the language used on road signs and road signs pointing to tourist spots in Indonesia. In addition, inhabitants who live in areas with a high concentration of tourist attractions use English as a means of navigation and as a source of information for visitors, and this is one of the reasons why citizens utilize English as an economic booster. Several pieces of research unquestionably lend credence to this assertion. Consequently, Indonesian, Madurese, and English are discovered to be present in the linguistic context associated with beach tourism. There are many reasons why introducing other languages is very important, one of which is, as mentioned above, increasing economic activity because it helps facilitate the interaction of tourists with local communities. Not only that, but the introduction of other languages can also help prevent misunderstandings and promote cooperation between individuals from various cultural backgrounds.

Recently, interest has risen in the many LL and languages used in tourist destinations within the Bangkalan regency. As a result, the researcher endeavoured to locate a flaw in incorporating all the information from earlier researcher. The researcher is interested in using tourist spots since they are the places people look forward to visiting. On the other hand, the researcher integrated some of the most popular tourist destinations in the Bangkalan Regency.

The study has concentrated on the LL shown on the LL board at each chosen tourist destination. In addition, the researcher concentrates on the many languages present in the LL where each tour is situated and the functions these landscapes provide. The researcher takes a variety of conclusions drawn from the earlier study

carried out by Landry and Bourhis (1997), Gorter (2007), and Spolsky and integrates them (1991). In this study, the researcher examines the LL and the types that are used in the LL and know the language's function in the LL, and this is done to ensure that the results to be obtained from this study are more than those obtained from previous studies and can assist the researcher in significantly altering the language used in the LL.

1.2 Research Questions

The research questions are framed by the background of the study and are meant to examine the language environment in Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach.

1. What are categories of LL displayed in Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach?
2. What are the functions of the LL in Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach?
3. How are the representations of the Madurese ethnic identity based on languages that use in Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach?

1.3 Objectives of the Study

According to the research questions, this study will attempt to accomplish the following two goals:

1. To describe the LL categories in Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach.
2. To describe the LL functions in Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach.
3. To describe the representation of the Madurese ethnic identity based on languages used in Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach.

1.4 Significance of the Study

This study's attention aids the theoretical and practical advancement of our knowledge of Sociolinguistics on LL. Theoretically, this study can advance scientific knowledge in linguistics as it relates to single-location landscapes, mainly urban linguistic landscapes, to foster a deeper appreciation for and appreciation of linguistic diversity and the role of linguistic landscapes. Practically, the procedures used in this study provide novel insights into the linguistic environment, which this study might serve as a valuable resource for pupils as they explore the world of language. Last but not least, it might be someone who wants to go further into studying the language scene. That may take the form of a road sign, public or private notice, general sign, billboard, advertising sign, or a variety of languages present in the landscape that can even comprehend the role of the LL, particularly in tourist places at Bangakalan Regency there are Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach.

1.5 Scope and Limitation of the Study

The scope and limitations of this study focus on the sub-field of Sociolinguistics known as the LL, using the theory of Shohamy and Gorter (2009), Spolsky and Cooper (1991) and the theory of typography Curtin (2015). In order to maintain language identity, the research uses language media as its scope. Moreover, the place where this research was conducted in various popular tourist destinations in Bangkalan Regency. These locations include Siring Kemuning Beach, Labuhan Beach, Tlangoh Beach, and Tengket Beach. This study examines the diversity of sign languages, the purpose of using signs, and the maintenance of identity in the linguistic environment of popular tourist destinations in Bangkalan Regency, Madura.