

## **CHAPTER I**

### **INTRODUCTION**

The first chapter discusses several points related to the introduction of this research. Some of these points include the background of the study, statements of the Research Problem, objectives of the study, significance of the study, and scope and limitation of the study.

#### **1.1 Background of the study**

Language has the primary function as a means of communication between humans. They communicate using words that can be used orally or in writing. Chaer(2014) Language is an arbitrary symbol system used by members of social groups to work together, communicate, and identify themselves. Language can facilitate communication. From that, language can be used as an implementation of branding which is interpreted as a feature or identity used by a product to make it easier for consumers.

Signs such as words are also studied in a linguistic study known as linguistic landscape. This language sign can be used as an outdoor sign, as in a commercial. This is called the study of language in the public space. The first was introduced by Landry and Bourhis (1997), who stated that the linguistic landscape is referred to as the study of language in the public space.

Linguistic landscape in general, has the goal of combining language with spatial planning. It is also a sign of literal and authentic text that can be used as objects, such as in photographs, read, and analyzed. This indicates that the study of linguistic landscapes can be briefly referred to as textual signs that exist outside the room. Landry and Bourhis, (1997) state that the study of linguistic landscape refers to the visibility and significance of language signs in public spaces. According to Gorter 2018 in (Yendra and Artawa 2020) Provides a definition for linguistic landscape, namely the use of language in the written form found in public spaces.

The linguistic landscape studies, about that language signs in public spaces that are related to word signs, exist in a commercial area, like the name of a cafe. The linguistic landscape is the language that exists in public squares, advertisements, billboards, street names, place names, commercial

shop signs, and public signs on government buildings that combine to form the linguistic landscape of a given region, country, or urban agglomeration (Landry and Bourhis, 1997).

Wulansari, (2020) States that linguistic landscape refers to texts that have been presented and distributed in public spaces. Likewise, the cafe's name is used as an identity sign to distinguish one from another. Through the cafe's name, the owner aims to convey the cafe's identity to consumers. Mokala, (2020), Names are perceived as expressions of personal aspirations and identity signs. The name of the cafe and the cafe in *Kav DPR Sidoarjo street* can be seen as a linguistic landscape study.

The reason for choosing the cafe's name is *Kav DPR Sidoarjo street*. First, Sidoarjo is a small town that is multiplying. Geographically, Sidoarjo district is famous for its success in industry, tourism, and trade. With adequate human resources, small businesses can run well in the Sidoarjo district, and there is also much immigration. Therefore, many are making opportunities to create businesses such as cafes which are currently rife among millennials. With various concepts and innovations, the café owner also gives a unique name that can be used as the identity of his cafe shop. Mulayawan, (2016) Says that manufacturers use public signs to introduce and promote their products for profit. He also explained that outdoor signs are considered the most numerous and effective way to communicate something to the public.

Secondly, a unique name can represent the business's identity in naming a business. From the selection of names, dominant languages and logo are used. Moreover, the name of the café is related to the dominant and logo. In addition, Café is not only loved by the younger generation but also used as a lifestyle. Coffee has its charm for coffee lovers worldwide, including on *Kav DPR Sidoarjo street*, which is used to gather, hang out, and spend free time for those who live in Sidoarjo. From this, many cafes were established on *Kav DPR Sidoarjo street*. Therefore, the object of data analysis in the form of cafe names on *Kav DPR Sidoarjo street* is reasonably available to be analyzed using linguistic landscape. No one has done this research before. Based on the title, object of research, and reasons, it can be seen that this research uses a linguistic

landscape study in analyzing cafe shop names on *Kav DPR Sidoarjo street, East Java*. This research aims to analyze the dominant language used and the logo used in the cafe's name to answer the general research objectives. As an example of a linguistic landscape sign in the name of a cafe shop, "Starbucks coffee".



**Figure 1.1 Source: Putra, Tama, Simbolon (2020)**

The logo depicts a "two-tailed mermaid, or Siren, as it is called in Greek mythology. This logo means 'Seattle spirit'. In the 70s, Seattle was known for its spirit. The Siren symbolizes the character of a mermaid in Greek mythology who has two different sides. It is said that many sailors were mesmerized by Siren's beauty. However, it turned out that the princess brought disaster to the sailors with her melodious singing, they fell asleep, and eventually, the ship crashed into the rocks in the sea. Just like coffee, it will make many people fall asleep and not even realize that they have spent most of their time just for a cup.

This logo previously had a brown color and was changed to green. The brown color means calmness, and the green color signifies fertility. This logo uses Picture Mark, and the typography on this logo uses Sans serif typography. This typography has a solid letter thickness shape, is not thin and unstable, and has a modern impression. This logo also uses a monolingual sign, using only English.

## **1.2 Research Questions**

Based on the linguistic landscape research background used in café shop names on the *Kav DPR Sidoarjo street*, focus on the following two questions.

1. What are dominant language used in café shop names on *Kav DPR Sidoarjo street*?
2. What are logo used in café shop names on *Kav DPR Sidoarjo Street*?

## **1.3 Objectives of the study**

The research objectives were spelled out based on the previously mentioned

questions:

1. To analyze the dominant language used in the café shop names on the *Kav DPR Sidoarjo street*
2. To interpret the logo used in the café shop names on the *Kav DPR Sidoarjo street*

#### **1.4 Significance of the study**

Based on the research, it is hoped that this analysis can provide theoretical and practical meaning. Theoretically, this research can enrich research in the field of linguistic landscape. In addition, this research can provide information and knowledge about linguistic landscape, especially for English literature students interested in studying this problem. Moreover, the latter can be used as a reference for future researchers who wish to analyze linguistic landscape issues, especially in Sidoarjo. Then, practically, the researcher hopes that readers can better understand linguistic landscape, especially in the name of the cafe in the Kav DPR Sidoarjo.

#### **1.5 Scope and limitation of the study**

The scope and limitations of the study in this study are used to keep the discussion of the problem-focused. The scope of this study focuses on sociolinguistics in the study of linguistic landscape. Identifying dominant language and logo in café names, especially at *Kav DPR Sidoarjo street*. While the limitations of research on the name of the café in *Kav DPR Sidoarjo street* based on the café name, which contains dominant language and logo to reveal what dominant language and logo are used in the café shop names on *Kav DPR Sidoarjo street*.