

CHAPTER I

INTRODUCTION

In the first chapter, the researcher explains about this research in general. This chapter consists of background of the study, statement of the research problems, objectives of the study, significance of the study, scope and limitation of the study.

1.1 Background of the Study

Language is used by people to communicate with each other. Language is not only used in the form of spoken language but also written language. One of the important roles of written language is the use of language on signs in public places such as on the street names, shop names, restaurant names, and billboards. The language used on these signs has more language diversity so that the language is unique and varied.

In linguistics field, there is a study that discusses about language displayed on signs in public places. It is known as linguistic landscape. Linguistic landscape is a study that discusses about language displayed in public signs. Nowadays, there are many signs around us, such as in school, hospital, roads, market, shops, airport, and any other places. According to Wardhaugh and Fuller (2015), linguistic landscape is a study that identifies how languages are used in public places, such as signs, billboards, advertisements, and graffiti. Another argument about linguistic landscape is proposed by Gorter (2006). He argued that linguistic landscape is a study that concerns about language display used on shop windows, commercial signs, traffic signs, official notices, etc.

The study of linguistic landscape is important because it analyzes about the relationship between the factors of language used on public signs and the social factors such as the social condition of the society, language needs of the territory, and so on. Linguistic landscape shows that there is an interaction of language in public signs. The interaction of language means that there is two or more than two languages used in each unit of public signs. For example is the use of local language and foreign language found on public signs such as on the shop names. Linguistic landscape also examines which language that becomes dominant in a certain territory. The dominant language represents that the language has more power and status than other languages in a certain territory.

The study of linguistic landscape mostly conducted in bilingual and multilingual societies. In the bilingual and multilingual societies, people may use more than one language. Bilingual and multilingual societies not only have the ability to use their native language but also other languages. For example, Javanese people are able to use Javanese because Javanese is their native language. Besides, they are also able to use Indonesian because Indonesian is the national language of Indonesia. People use their abilities not only in spoken language but also in written language. In other words, people not only use their abilities in speaking but also in writing. For example is the writing of text in public signs such as on the shop names.

Nowadays, many people are able to use foreign languages such as English. The use of foreign languages around the world is the impact of globalization and immigration. On the other hand, some people choose to learn a foreign language for specific purposes, one of which is for business purposes. It is happened in the

area being studied of this research because there are many shop names use foreign language especially English. It can be seen that in this area, there is a language interaction between the local language such as Indonesian and foreign language such as English which is used on the shop names.

Many previous researchers conducted research about linguistic landscape, such as in 2015, Prayitno (2015) analyzed the linguistic landscape of two shopping centers in Surabaya. She focused to analyze the use of English in those two shopping centers. In 2018, Fakhroh and Rohmah (2018) analyzed about linguistic landscape in Sidoarjo city. They analyzed the linguistic landscape used in public places, the function of linguistic landscape, and the proportions of top-down and bottom-up signs. Ramadhani (2018) also analyzed the linguistic landscape of the restaurants' name in Gresik Kota Baru. She focused to analyze the most-used language in that area and which language roles as the lingua franca. In 2019, Putra (2019) analyzed about linguistic landscape in the road sign in Surabaya city. He focused his research to analyze the bilingualism found in the road sign. None of the previous researchers analyze about the functions of linguistic landscape and the reasons of shop owners in choosing a particular language that used in signs. Besides, the linguistic landscape on the shop names in *Wisata Sentra Tas Tanggulangin* has not been studied before.

The place that can be used to find public signs that using more than two languages are big cities, especially in the shopping and industrial sectors (Gorter & Cenoz, 2007). Linguistic landscape can be found in a town near Surabaya that is Sidoarjo Regency. Sidoarjo is a town that has a lot of potentials, such as industry and trade, tourism, and small and medium enterprises. Therefore,

Sidoarjo is an area that has a fast economic development. Sidoarjo has an area that has business and shopping sectors. It is located in Tanggulangin sub-district.

Tanggulangin sub-district has a home industrial area, shopping and business centers for souvenirs of wallets, bags, suitcases, shoes, and jackets made from leather. This area known as *Wisata Sentra Tas* Tanggulangin. In this area, there are many shops sell wallets, bags, suitcases, shoes, and jackets made from leather. Even though this area is famous for its leather products, there are also other businesses such as cake shop, meat shop, shoes shop, perfume shop, barbershop, and so on. These shops have a different shop names. As stated by Edelman (2009), a part of the linguistic landscape is formed by shop signs, such as posters on which product is advertised and signs that displaying the name of a shop. The shop names are made in various words and languages. It is done by shop owners because they have their own reasons in choosing the name of their shop.

In fact, some of the shop names are written using English. The use of English in the business aims to increase sales and generate economic motivation among consumers (Aribowo et al., 2018). In addition, the names of these shops are formed by the names of the shop owners, and also the names of the items being sold at the shop. Therefore, the shop owners use the combinations of languages to create more creative shop names.

1.2 Statement of Research Problems

Based on the background of the study, the researcher has three research problems:

1. What is the language display found on the shop names in *Wisata Sentra Tas Tanggulangin*?
2. What are the functions of linguistic landscape found on the shop names in *Wisata Sentra Tas Tanggulangin*?
3. What are the reasons of shop owners in choosing particular language on the shop names in *Wisata Sentra Tas Tanggulangin*?

1.3 Objectives of the Study

According to the research problems, this research has three objectives of the study:

1. To identify the language display found on the shop names in *Wisata Sentra Tas Tanggulangin Sidoarjo*
2. To find out the functions of linguistic landscape found on the shop names in *Wisata Sentra Tas Tanggulangin*
3. To find out the reasons of shop owners in choosing particular language on the shop names in *Wisata Sentra Tas Tanggulangin*

1.4 Significance of the Study

The researcher expects by conducting this research, this research can be beneficial theoretical and practical. Theoretically, this research can support the research in the field of linguistics especially linguistic landscape. In addition, this

research can be used as a reference for other researchers who will conduct research on linguistic landscape.

Practically, this research can be beneficial for the reader and the shop owner. For the reader, the researcher expects that this research can enrich the information of languages used on the shop names in *Wisata Sentra Tas* Tanggulangin. For the shop owner, the researcher expects that this study can motivate the shop owners to create more creative shop names and improve the writing of their shop names. By improving the writing of their shop names, the researcher expects that this business area will be visited by many foreign tourists and grow rapidly so this business area can compete globally.

1.5 Scope and Limitation

The scope of this research is sociolinguistics. The main focus of this research is about linguistic landscape. The limitation of this research focuses on the linguistic landscape study of the shop names in *Wisata Sentra Tas* Tanggulangin Sidoarjo.