

CHAPTER I

INTRODUCTION

In the first chapter, the researcher provides a general overview of the research. This chapter introduces the background of the study, explaining the underlying reasons for conducting the research. It also presents the research questions that need to be addressed. Additionally, this chapter highlights the significance of the study, describing the contributions of the research. The scope and limitation of the study are also clarified to define the focus of the research. Overall, this chapter serves as the foundation for understanding the direction and purpose of the entire research.

1.1 Background of The Study

Language is a means of communication that has an important function and role in society. According to Fishman & Joshua (1972), language is not only a means of communication but also a carrier of culture and a symbol of social identity. Through language, humans not only convey messages, but also affirm the values, ideologies, and identities of a group. For example, the choice between using a local language, a national language, or an international language can indicate one's cultural affiliation, level of education, or social aspiration. This choice of language also happens on public signs such as posters, graffiti, or informative boards that are often found in various places. The phenomenon of the various forms of language display in public spaces can be studied in the field of sociolinguistics known as linguistic landscape. This theory has become a field of sociolinguistic study because it shows how language is used, displayed, and represented in a social space.

The linguistic landscape is not just a collection of languages that display but a complex reflection of social interactions. According to Wardaugh & Fuller (2015), the concept of linguistic landscape discusses how languages are use on signs, posters, symbols, and graffiti found in the public area. By studying linguistic landscape, we can understand how language is used for both educational and ideological function in an environment (Shohamy & Gorter, 2009). The educational function relates to signs that

indirectly educate through language and the values displayed. Meanwhile, the ideological function relates to signs reflecting the ideology of institutions such as religious, bilingual, and modern. These two functions make linguistic landscape a tool for understanding language use in society.

In the boarding school environment, language use in the linguistic landscape can reflect educational values and established language policies. The use of language in boarding school environments often involves more than one language. For example, Arabic is often the common language for students because they study Arabic texts. In the same time, Indonesian, regional languages, or a combination of both are used in their daily conversations. English is also often found in the context of academic needs and globalization. This shows the priority of language learning for students and also reflects the image of the boarding school to the public. Therefore, the linguistic landscape at boarding schools has the potential to serve a dual function, both as an educational tool and as an ideology of the identity and values of the boarding schools (Shohamy & Gorter, 2009).

Most linguistic landscape research focuses on tourist areas, street, public schools, or universities. Few of the previous research highlight boarding schools as the main focus. In fact, Islamic boarding schools are known to have a system of interaction within the same language for 24 hours and a more social environment. This is why the researcher chose to research boarding schools in the study of linguistic landscape. The boarding schools that can be used to analyze public signs are a lot. One of the regions famous for its Islamic boarding schools is Sampang Regency. Many Islamic boarding schools in Sampang that have a trilingual learning system, one of which is the Raudlatul Ulum Ar-rahmaniyah Islamic boarding school. In its learning system, the boarding school area is divided into several dormitories, Arabic area and English area. By researching the language used on linguistic landscape in Raudlatul Ulum Ar-rahmaniyah boarding school, this study can provide new insight into how language is used in the boarding school environment and did linguistic landscape emphasize the education or the ideological function in that environment.

Based on this background, this research was conducted to identify the language used in boarding school and determine the number of languages used. This research also conducted to analyze the functions of linguistic landscape that found in boarding school based Shohamy and Gorter theory. This research is expected to contribute both theoretically to the development of linguistic landscape studies and practically to boarding school in organizing linguistics in their environment.

1.2 Research Questions

1. What are languages displayed on the linguistic landscape at Raudlatul Ulum Ar-Rahmaniyah Boarding School?
2. What are the functions of the linguistic landscape found at Raudlatul Ulum Ar-Rahmaniyah Boarding School?

1.3 Objectives of The Study

1. To identify what languages are displayed on the linguistic landscape at Raudlatul Ulum Ar-Rahmaniyah Boarding School
2. To explain the functions of linguistic landscape found in Raudlatul Ulum Ar-Rahmaniyah Boarding School?

1.4 Significance of The Study

The researchers hope that this study can contribute both theoretically and practically. Theoretically, this study is expected to add insight to linguistic landscape studies, particularly in the context of boarding schools. The results of this study are also expected to add to the literature on how language is used and displayed in the public space of boarding schools, and can be used as a reference for further relevant research.

Practically, the researcher hopes to give benefits to readers and other boarding schools. For the readers, this research can provide new insights into linguistic landscape in boarding school environments. The readers can understand how several languages can be used in signboards, posters, and other symbols in schools. Meanwhile, for boarding schools, the researcher hopes that this research can be used as input in managing and organizing language use in boarding schools. The researcher expects that the results of this research can help boarding schools to evaluate the language used on linguistic

landscape is appropriate for the students. Other than that, this research can also be a consideration for other boarding schools to create a linguistic environment that helps language development in students.

1.5 Scope and Limitation of The Study

The scope of this research is in the field of sociolinguistics, specifically focusing on the study of linguistic landscapes. This research examines the use and existence of language in public signage as a form of communication in specific social environments. The limitation of this research is restricted to the linguistic landscape displayed at the Raudlatul Ulum Ar-Rahmaniyah Women's Dormitory. Only signs, notice boards, and written language found in this area are analyzed to identify language variations and the functions conveyed through them. By narrowing the scope of the research, the researcher aims to provide a more in-depth and accurate understanding of how linguistic elements are displayed in the everyday environment of a boarding school.