

CHAPTER I INTRODUCTION

In this chapter, the researcher presents the background of the study, the research questions, the objectives of the study, the significances of the study, the scope and the limitations of the study. All sub-chapters of the introduction of this study are needed as a basis for the study to be carried out.

1.1 Background of the study

Linguistic landscape phenomenon is often seen wherever we are today, both in private and public areas, where the use of a language is always displayed. This language is used in naming shops or stalls, products in supermarkets, menus, graffiti, airports, public transportation, shopping centres and announcements. It is important in life in society to know more clearly the meaning of the language. Not many people know the elements or types of language when represented in various languages. In many parts of the world, it is just a normal requirement of daily living that people speak several languages: perhaps one or more at home, another in the village, still another for purposes of trade, and yet another for contact with the outside world of wider social or political organisation. These various languages are often acquired through simple exposure to the language, although one language or more in a speaker's repertoire may be learned through schooling or in an instructional setting Fuller (2015).

Linguistic landscape is a linguistic study that aims to connect language with the layout of place and time or spatiality, semiotics with mobility, and images with social interaction in a place. According to Puzey (2016), linguistic landscape is the presence of language between spaces and places by describing it as a learning study of the presence of various language issues that interact with other languages in public spaces. Referring to Landry and Bourhis (1997), linguistic landscape is the study of texts in public spaces to reveal the informational and symbolic messages behind

language use in an area. The study (LL) is a relatively new development study. Referring to Hermoyo (2023), some examples in languages use in social spaces can be seen in the names of roads, places, buildings, traffic signs, billboards and posters. in areas of the Faculty of Social and Cultural Sciences Universitas Trunojoyo Madura. Here is the example figure :



Figure 1.1 Fire Extinguisher

For the example, the object that is “*Pul out pin*”, the meaning is “*Tarik pin pengamaan*” This example is a Fire Extinguisher. This is evidence of the linguistic landscape that exists at the Faculty of Social Sciences and Cultural Sciences, Trunojoyo Madura University. This sign is found on the fire extinguisher. This language is presented in two languages, that are Indonesian and English. This can provide an understanding of how to use the tool by applying the two languages in the tool.



Figure 1.2 A Poster

Other examples are the objects that are “Do not wear T-Shirt/Singlet” the meaning is “*dilarang memakai kaos oblong/singlet*”. In the second figure, there is a linguistic element found on a poster stuck on one side of the Faculty of Social

Cultural Sciences building. This sign is in the form of a regulation that contains uniforms or etiquette that must be applied while studying on campus. The presentation of two languages, namely Indonesian and English, provides greater understanding for readers to understand the elements of language types from various sides.

According to Gorter (2007), bilinguals and multilinguals influence language diversity in a linguistic landscape. It occurs frequently throughout the world. The variety of languages and their vitality have significant implications for both individuals and society. Language, according to Gade (2003), is a crucial component in recognizing a nation's or group's identity and culture, the closeness of cultures, and the changing impact of new global symbols on the traditional. In this instance, the nations' linguistic landscape, as well as cultural diversity, globalization, and hierarchical relationships, have all had a significant impact.

Currently Islamic boarding schools have developed rapidly in this era. The implementation of the education system in Islamic boarding schools has been adopted from foreign education and formal education. This Islamic boarding school is called "Modern Islamic Boarding School". Indeed, many Islamic boarding schools require all their students (*santri*) to master many languages. Therefore, researchers are interested in using Islamic boarding schools as a data source for this research. In this research, the researcher took the An-Nur Fuadi Bangkalan Islamic Boarding School, where the Islamic Boarding School is located at Street. RA Kartini no. 24 Bangkalan Regency, East Java. At this Islamic boarding school, students are required to use and master bilingualism (English and Arabic). Moreover, the An-Nur Fuadi Bangkalan Islamic Boarding School is known as the second largest bilingual Islamic boarding school after the As – As-Shomadiyah Islamic Boarding School Street, Langkap Burneh Bangkalan. Researchers will also attach a profile of the An-Nur Fuadi Bangkalan Islamic Boarding School in the appendix. Therefore researcher is interested in doing research entitled A Linguistic Landscape Study in Islamic Boarding School An – Nur Fuadi Bangkalan.

1.2 Research Questions

From the background of the statement above, the researcher formulates the problems of the study as:

1. What are the categories of the signs in An-Nur Fuadi Bangkalan Islamic Boarding School ?
2. What are the functions that can be found in the sign in An-Nur Fuadi Bangkalan Islamic Boarding School ?

1.3 Objectives of the study

1. To explain the categories of the signs in An-Nur Fuadi Bangkalan Islamic Boarding School.
2. To explain the functions of the signs in An-Nur Fuadi Bangkalan Islamic Boarding School.

1.4 Significance of the study

Particularly when it comes to the study of linguistic landscapes, this research has implications that are both theoretical and practical. Theoretically, this study has the potential to enhance existing research in the linguistic landscape. In addition, students who wish to conduct research, particularly in the linguistic landscape, can refer to this study as an additional source of information. Practically, the researcher hopes that the reader will gain a better understanding of the linguistic landscape and develop language awareness, particularly in the Islamic Boarding School setting. It is hoped that the findings of this study will make it easier for people who have been to an Islamic Boarding School whether they are students or visitors to make their way around and reveal the distinctive identity or sign of a particular Islamic Boarding School.

1.5 Scope and Limitation

1.5.1 Scope

The extent of this study is Sociolinguistics concerning etymological scene study. The Karolak (2022) and Fuller (2015) theory will be utilized by the researcher to analyze the research questions. The research questions there are what are the categories of the sign in An-Nur Fuadi Bangkalan Islamic Boarding School and what are the functions of the signs in An-Nur Faudi Bangkalan. Summarizes and provides another brief definition for linguistic landscape, namely “the use of language in written form in public spaces”.

1.5.2 Limitations

This limitations centers around the etymological scene concentrate in An-Nur Fuadi Bangkalan Islamic Boarding School. Moreover, the limitations are poster or signs. The limitations will be the sign or poster on that are available in the front yard in An – Nur Fuadi Bangkalan Islamic Boarding School.