

CHAPTER I

INTRODUCTION

In the first chapter, it clarifies several points that are related to the introduction of the present study. The several points are background of the study, research questions, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the study

Language is a linguistic tool. This tool performs an important role in people's daily life as a way to communicate. Other than that, language is also used to the implementation of branding. Branding can be defined as a unique identity which is given specifically to a product or a service in the form of written language, to consumers (Rashid et al., 2015). It can be found in public and commercial signs. A study about language written in public and commercial signs is called linguistic landscape.

Linguistic landscape turns out into very famous studies on linguistic since it is firstly appeared. The notion of linguistic landscape was firstly initiated by Landry & Bourhis (1997) that refers to the visibility and salience of languages on public and commercial signs in a given territory or region. Simply, linguistic landscape study refers to a study of written language, such as; advertising billboards, posters, shop signs, food signs, road signs, graffiti, place names, street names, and so on, in public spaces in any landscape.

According to Abramova (2016), the term linguistic landscape emerged since multilingualism, language ecology, and globalization are noticed as a new

challenge in the current ways of thinking about language. He, then, divided linguistic landscape into three different signs. The first is administrative signs that refer to public signs on regional, national or municipal levels. The second is private signs. It shows signs on shops, banks, billboards, means of transport, and others. And the third is spontaneous signs. It refers to graffiti, café menu boards, and so on.

Café name includes as a private sign. The sign belongs to the personal property of the café owner so the decision on café naming is on the owner. Through that café name, the owner wants to convey the identity of his/her café to the consumers. As stated by Tonkin (1980) in Sengani (2015) and Mokala (2017) that a name is perceived as expressions of personal aspirations and a marker of identity, includes café names. Café names in *Kampung Inggris*, Pare, is seen as study of village's linguistic landscape. It can be seen from the location of the source of data that is in Tulungrejo village, Pare sub-district, Kediri regency and also from the word "*kampung*" itself which means "village" in English.

Research about linguistic landscape gains and stimulates the present researcher. Because, this study is not only based on language but also different perspective such as geography, education, economics, and sociology (Blackwood, 2020). Then, research about linguistic landscape in *Kampung Inggris* Pare has not been conducted yet by many researchers who conduct research under linguistic landscape studies before.

There are several reasons why café names in *Kampung Inggris*, Pare, are chosen as the object of the study. First, *Kampung Inggris* is one of popular places

in Kediri. It is a place to study English. It has more than hundred courses. No wonder that many newcomers from any region in Indonesia and even from other country come to *Kampung Inggris*, Pare, to study English. Then, we know that Indonesia itself has more than seven hundred regional languages and it makes the language used in *Kampung Inggris* is diverse. Because it depends on the people themselves whether they want to use their regional language, national language, or even English as the language they are studied about. This means that language used in *Kampung Inggris* is a crucial thing, because the use of language can affect anything, for example daily language and the language used in public sign, like café name. Also the use of language can show the language of community in *Kampung Inggris*. Landry & Bourhis (1997) stated that the choice of language used in public sign indicates the community status and marks the relative power and status of the linguistic communities in a certain area.

Second, the newcomers who come to *Kampung Inggris* do not only see *Kampung Inggris* as a place to study English but also see *Kampung Inggris* as a place to run a business, such as opening course, boarding house, camp, shop, and even café. Café is a small dining place that are usually used by millennials to spend their time or to hang out with their friends, best friends, or couples. Thus, café is familiar with the millennials, especially in *Kampung Inggris*, Pare as many millennials students study English there. There are many cafés in *Kampung Inggris*, Pare. It means the data of this research is available enough to be analyzed. Therefore, this research can be easily conducted.

Third, a commercial business name is used as a branding. The process of a brand-naming involves consideration, such as a name which is easily to be pronounced, remembered, and usually it has to be unique. The uniqueness of the name can be seen from the language used or the meaning of the café name. And as related to meaning, usually only good names or names that represent the identity of the café itself that is chosen. Thus, bad names will be avoided. This means that café names deal with semantic context.

Based on the title, the object of this research, and several reasons, it can be seen that this research will be conducted under linguistic landscape studies in analyzing café names in *Kampung Inggris*, Pare, Kediri, East Java. Mostly, the centers of the study in linguistic landscape are about the language displayed in public signs and about the function and the meaning of public signs. Then, this research aims to analyze the language used and semantic contents used in café names in order to fill in the gap of the common objectives of the research. For example, a café name in *Kampung Inggris*, Pare, is TANSU (*Ketan Susu*). Based on the name, it can be seen that the use of language in café name is Indonesian. Then, the semantic content used in this café name represents food name, because the café sells a food named *Ketan Susu*. Therefore, the purpose of this study is not only to offer a sociolinguistic analysis of languages used but also analyze semantic contents that are used in café names in *Kampung Inggris*, Pare.

1.2 Statements of the Research Problems

Based on the information in the background of the study above, this research is conducted to answer some following questions.

1.2.1 What languages are used in café names in *Kampung Inggris*, Pare?

1.2.2 What are semantic contents used in café names in *Kampung Inggris*, Pare?

1.3 Objectives of the study

Relating to the research questions mentioned earlier, the objective of the study can be elaborated obviously to find, to identify and to analyze

1.3.1 To investigate languages that are used in café names in *Kampung Inggris*, Pare.

1.3.2 To interpret semantic contents that are used in café names in *Kampung Inggris*, Pare.

1.4 Significance of the study

As the statements from the objectives of the study above, this research intends to give both theoretical and practical significance. For theoretical significance, this research could enrich scientific knowledge in linguistics area, especially about linguistic landscape. And the researcher chooses café names in *Kampung Inggris*, Pare, to be analyzed using linguistic landscape study. For practical significance, by analyzing café names in *Kampung Inggris*, Pare, this research could give some information about what languages that are used in café names in *Kampung Inggris*, Pare and also what semantic contents that are used in café names in *Kampung Inggris*, Pare. In addition, the result of this research is expected to be used as a fundamental reference to conduct a further research related to linguistic landscape.

1.5 Scope and limitation of the study

In this research, the scope and limitation are used to keep the discussion focus on the research problems and not going wide. The scope of this study is in the field of Sociolinguistics and it focuses on linguistic landscape study. It identifies languages and semantic contents in café names, specifically in *Kampung Inggris*, Pare. This research analyzes café names in *Kampung Inggris*, Pare. Meanwhile, the limitation of the study is the café names in *Kampung Inggris*, Pare, which selected based on café names that contain language to reveal the language community since it represents identity of the community in the area selected and semantic contents to reveal semantic content that are used in café names in *Kampung Inggris*, Pare.