

CHAPTER I

INTRODUCTION

This chapter shows several points as an outline of this study. It covers the background of the study which discuss the reason for choosing this topic. The research questions present several questions which become the focus and the objective of the study. The significances of the study show the benefits of the study. The last scope and limitation are bordering the discussion of this study.

1.1 Background of the Study

Language is a tool used to communicate with the other people. The use of this language is very important for daily activities, especially in terms of communicating in social environments. Apart from that, language can also be used as an interpretation of sentence. There are several uses for language, apart from being a means of communication, language can also be used as a visual display in public areas which prioritizes beautiful arrangements or what can also be called a linguistic landscape.

The study of linguistic landscape is a relatively new study development. This then attracts the interest of several researchers to examine the linguistic landscape, especially in sociolinguistic scholar. The meaning of linguistic landscape itself is very strong in including descriptions of language history at different levels within a language. In a more specific meaning, linguistic landscape also refers to the internal variation in language that is part of one language especially in relation to other language elements.

Linguistic landscape (LL) in this sense tends to be more contemporary than sociolinguistic. (Nash, 2016) argues that linguistic as a discipline is primarily concerned with connecting language to space and time, semiotic with mobility, and imagery and social interaction in a particular environment. In addition, linguistics can also be used fundamental tool to understand the impact of foreign language learning in specific environments. It can therefore lead to the development of strong or weak bilingualism as well as multilingualism within a given community.

In a brief definition, it is said that ‘linguistic landscape refers to the visibility and distinctive features of language in public and commercial signs in a certain area (Landry & Bourhis, 1997). In the statement above, it can be concluded that the master of linguistic landscape is a way of using language in the surrounding environment, such as words and images conveyed in public spaces such as street, schools, airports, shopping centers, tourist attraction, government structures and the other public places. From these explanations, the basic definitions is quite interesting because it has common items that are related to textual signs in public signs in public spaces. (Gorter, 2006) defined linguistic landscape briefly, namely the use of language in written form in public spaces.

In Indonesia, research on linguistic landscapes is still relatively low or there are still not many researchers who examine linguistic landscape studies. In this case the researcher also found several previous research studies that discussed linguistic landscapes such as, *Linguistic landscape in the Tomb of KH. Abdul Hamid Pasuruan City: Language Studies in Public Spaces with a Multimodal – Qualitative*, written by Wulandari & Rokhmawan, (2022) discusses multimodal, language form, language function, and language meaning contained in religious tourism at the tomb of KH Abdul Hamid in Pasuruan. This can be proven by the lack of publications that discuss topics regarding linguistic landscape. This means that there are many things that can be explored regarding linguistic landscape research throughout Indonesia. In addition, considering that Indonesia is a multilingual and multicultural country, it will allow a lot of interlanguages use in public spaces. This can be used as a unique problem to research since there are in limits to exploration. Although there have been several linguistic landscape studies that are used as final assignments in various university, most universities in Indonesia still do not recognize linguistic landscape as a field of study. Linguistic landscape is introduced only as a subject of sociolinguistic studies. This is because in Indonesia itself the study of linguistic landscape is still new and it is still being debated by academics that linguistic landscape is a field of sociolinguistic studies.

Linguistic landscape generally purposes to combine language with spatial planning. In addition, linguistic landscape are also signs of authentic literal texts that can be objectified, photographed, read and analyzed. This shows that linguistic landscape studies can be briefly referred to as textual signs that exist outdoors. Yendra and Artawa, (2020) defines that linguistic landscape, namely the use of language in the form of writing that can be found in public spaces. This linguistic landscape is written about announcements, motivation, directions, services, advertisements, warnings. In this case, linguistic landscape can be characterized by the use of abbreviations, the use of authentic language, specific structures such as ellipsis phrases and commands. This statement proves that linguistic landscape can refer to graffiti, signboards, street sign, and the name of an illustration and so on.

Landscape as an icon in a place is a characteristic that will describe that place using its characteristics, a course institution will provide a characteristic that describes the identity of the institution. As stated by Sengani, (2015) and Mokala (2017) that an icon of identity is perceived as expressions of personal aspiration and a marker of identity Cosgrove & Daniels, (1988), including landscape in course in Kampung Inggris, Pare, Kediri.

The choosing of research in Kampung Inggris, Pare, is because there are still not many researchers who use Kampung Inggris, Pare, as object research, especially in the field of landscape. First, Kampung Inggris, pare, is a small village located in Pare district. Kampung Inggris, Pare, location in the village of Tulungrejo is geography, the Kampung Inggris, Pare, is famous for its many courses that offer various types of language courses such as English, Arabic, German and so on. With various concepts and program innovations offered, each course/institution also has a name while decoration the place of the course/institution with a unique concept and used as the identity of the course/ institution. The use of billboards to introduce and promote an institution which focuses on the materials in the institution, by installing billboards of course the course/institution will benefit. This also explains that outdoor billboards are considered a more effective way to communicate something to the public.

In this study, it is very interesting for the writer to examine the landscape in Kampung Inggris, Pare, because the use of a unique language style or unique design can represent the identity of the course in the use of landscape as a characteristic of a course. Starting from the choice of words, the dominant language used, and the logo used. In addition, the selection of unique language and design can attract someone attention to come to the course institution. From this, there are quite a lot of courses institutions that stand in Tulungrejo village that are available to be analyzed using linguistic landscape, data in the form of landscapes at course institutions in kampung Inggris, Pare. In this explanation, the writer understands the importance of language in every public and commercial sign that exists in a certain area. Nash, (2016) in his book entitled “Linguistic Landscape Necessary” wrote that the linguistic landscape has a language relationship with space and time. Linguistic landscape is one of the interesting studies to research because we can find so many billboards around us. Even traffic signs can be studied using linguistic landscape.

The writer is interested in doing the research because in the study of linguistic landscape examines the signs around the writer, especially in the place to be carried out by research who are located at the English course in the *Kampung Inggris, Pare*. The Research that examines the linguistic landscape is also still fairly limited, so that interest makes the writer interested in conducting deeper research in linguistic landscape, especially at the English course in *kampung inggris, Pare*. Not many people know that signs in the form of writing English or other languages are included in the linguistic landscape most likely people often see these signs but they do know that these signs are called linguistic landscape. So, the main purpose of this research is to introduce how they view the signs around them. In this study, the writer selected subject from several students, teachers, and the surrounding people with various ages, to find out their responses about the language signs around them.

1.2 Research Question

Based on the research background of the linguistic landscape used in courses in the *Kampung inggris Pare*, two questions arise as follows:

1. What verbal elements are found in the landscape of the course institution in Kampung Inggris, Pare?
2. What visual elements are found in the landscape of the course institution in Kampung Inggris, Pare?
3. How do the verbal element and visual elements found in the landscape of the course institutions in Kampung Inggris, Pare relate to each other to construct meaning?

1.3 Objective of the Study

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

1. To identify the of verbal elements found in the landscape of Kampung Inggris course institution, Pare.
2. To identify visual elements, present in the landscape of Kampung Inggris course institution, Pare.
3. To explain the relationship of the verbal element and visual elements found in the landscape of the course institutions in Kampung Inggris, to construct meaning.

1.4 Significances of the study

This research is expected to provide an in-depth insight into the verbal and visual elements present in course institutions. This will help understand how these elements affect the learning environment and student interactions. This information is important for designing environments that better support the learning process. By identifying and analyzing verbal and visual elements, course institutions can redesign or adjust the design and layout of spaces to improve the comfort,

readability, and effectiveness of communication in the course environment. This research is expected to add to academic knowledge regarding the role of verbal and visual elements in educational environments. It can serve as a reference for future studies in the field of learning environment design. The results of this research can be practically applied in the planning and design of other educational institutions, both locally and internationally, to create better learning environments.

1.5 Scope and limitation

The scope and limits of this research are used to keep the discussion of the problem focused. The scope of this research is in the field of Sociolinguistics and focuses on the study of linguistic landscape. The limits of this research only discuss verbal, visual and the relationship between the use of verbal and visual elements in the linguistic landscape. This research covers a variety of verbal elements found in the landscape of Kampung Inggris course institution, Pare, including placards, signboards, instructions, banners, regulatory signs, and learning materials. The research will also include visual elements such as decoration, space design, color, signage, and graphic elements that influence the learning environment at the course. The research was conducted at a course institution in Kampung Inggris, Pare. The scope of this location covers the entire area of the course institution, including classrooms, common areas, corridors, and other supporting facilities. The research may experience limitations in accessing some specific areas or elements in the course institution, which may affect the completeness of the data obtained. Variations in verbal and visual elements found may not be representative of the whole institution if not all areas or elements are examined.