

A Linguistic Landscape Study of Signage in Museum Angkut Batu East Java

THESIS

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By:

Ayu Dwi Marti Wulan Sari

Reg. Number: A73215031

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
STATE ISLAMIC UNIVERSITY SUNAN AMPEL
SURABAYA**

2019

The undersigned,

Name : Ayu Dwi Marti Wulan Sari

Reg. Number : A73215031

Department : English Department

Faculty : Arts and Humanities

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Surabaya, January 5th 2019

The Writer,



Ayu Dwi Marti Wulan Sari

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The Dean of Faculty of Arts and Humanities





H. Agus Aditoni, M.Ag.

NIP: 196210021992031001


The Board of Examiners are:

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Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

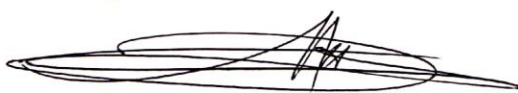
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Dr. A. Dzo'ul Milal, M.Pd.

NIP: 196005152000031002

Examiner 3


Dr. Mohammad Kurjum, M.Ag.

NIP: 196909251994031002

Examiner 4


Abdulloh Ubet, M.Ag.

NIP: 196605071997031003

A Linguistic Landscape Study on Signage in Museum Angkut Batu East Java

By : Ayu Dwi Marti Wulan Sari

A73215031

Approved to be examined

Surabaya, January 10th 2019

Thesis Advisor



Prof. Dr. Hj. Zuliati Rohmah, M.Pd.

NIP. 197303032000032001

Acknowledge by:

The Head of English Department



Dr. Wahyu Kusumajanti, M.Hum

NIP. 197002051999032002

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
STATE ISLAMIC UNIVERSITY SUNAN AMPEL
SURABAYA
2019**



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

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Nama : Ayu Dwi Marti Wulan Sari
NIM : A73215031
Fakultas/Jurusan : Adab dan Humaniora/Sastra Inggris
E-mail address : ayudwimarti@gmail.com

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2003), Spain (Said & Rohmah, 2018), South Australia (Koschade, 2016), Taipei (Curtin, 2015), and Bosnia (Lay, 2015). Many research on this field has been published among others in a special topic of the linguistic landscape in a monograph (Backhaus, 2007) *International Journal of Multilingualism* (Gorter, 2006) and an edited book to which 28 researchers have contributed (Schohamy and Gorter, 2009). Moreover, International linguistic landscape workshops held in 2008 in Tel Aviv (Israel), in 2009 in Siena (Italian), and in 2010 in Strasbourg (France). This growth may have happened for several reasons. Firstly, because of migration in many cities around the world are becoming more linguistically varied and second, as an effect of the globalization process advertising are progressively becoming multilingual (Lou, 2010).

Many researchers have researched the linguistic landscape in the public area. Ryan (2011) says that Spolsky and Cooper were the first researchers that conducted a study about linguistic landscape which stands the basic hallmarks of what would become to be known as linguistic landscape. A landmark study which contains the first usage of the term “linguistic landscape” was conducted by Landry and Bourhis (1997). They state linguistic landscape is defined as the language of public road signs, advertising billboards, place names, street names, commercial shop signs and public signs on government buildings, of a given territory, region or urban agglomeration.

Discovering a linguistic landscape could give a contribution to construct a sociolinguistic context in an area. As the reason why it is important, Cenoz and Gorter (2006) state that the linguistic landscape plays a role in the formation of

the sociolinguistic context. Because, people process the visual information that comes to them, and the language in which signs are written can certainly influence their perception of the status of the different languages and can affect their own linguistic behavior. The linguistic landscape can influence language use, for instance, people in Indonesia prefer to use the word 'shop' rather than 'toko' since every department store dominantly uses the word 'shop' behind their company name. This case is a simple to effect of globalization of English.

This kind of problem is recently being discussed broadly all over the world since urban-life and urban-society arise in many parts of the world. Urban-life connects people from different background. It means that they could also use many different languages. From this phenomenon, many people take part in its development, as people now realize that many languages are surrounding them in textual form. This statement supported by Gorter (2006) who states that language is all around us in textual form as displayed on shop windows, commercial signs, posters, official notices, and signs. Most people do not pay more attention to the 'linguistic landscape' that surrounds them. However, in recent years a rising number of researchers have begun to conduct a study about the linguistic landscape in the public area.

Many researchers define linguistic landscape study in numerous ways. A researcher of a linguistic landscape may relate the topic to an area, tradition, and culture, even the visibility of language after the country declare their independence. Ardhana (2017) examines how linguistic landscape in the Gubeng and Pasar Turi railway station Surabaya. The researcher focuses on investigating

the dominant language, the purpose of a sign written in English and the characteristics of the bilingual sign. However, previous research in this field has failed to explain the characteristics of the bilingual sign. He did not mention and explained about the characteristics of bilingual sign clearly. As the writer know, if the researcher wanted to analyze about the characteristics of signs, they must consider the size of the text, type of font, amount of information, translation of sign, and first language on signs (Cenoz and Gorter, 2006). Moreover, to strengthen the result of the study, the previous researcher should do an interview with the employee, owner shops and the officer who know well about the information of the sign.

In 2013, another study of the linguistic landscape has conducted by Singhasiri. He describes how linguistic landscape occurs in the State Railway Station of Thailand. The researcher focuses on investigating the diversity of language and culture portrayed by passengers and particularly the people of the host country. The researcher finished the study by analyzing 250 pictures collected from public signs, public notice, pictures, and billboards in the area of the station. The study describes that bilingual signs made appear dominantly in both top-down (official language) context and bottom-up (non-official language) context. However, this research has been limited to monolingual (Thai or English) and bilingual (Thai and English) signs. Whereas multilingual sign has a great possibility to be applied in the public areas, such as the railway station.

Moreover, there was one more similar research which was created by Degi in 2012. She entitled her research with The Linguistic Landscape of Miercurea Ciuc

(Csikszereda). This study represents the linguistic landscape of urban environments, especially in multilingual settings that people find around them in daily life. As the title suggests, the previous research focuses on the town Miercurea Ciuc (Csikszereda) and the characteristic of the signs, one of the Transylvanian settings characterized by the Hungarian minority population. Transylvanian region mainly marked by Romanian-Hungarian bilinguals. However, the spread of English as an International language of communication offer the town a larger linguistic variety in this area. Unfortunately, in her research report, she did not use detail explanation about the characteristic of the signs being displayed. Her explanation was too short she did not give enough information about the signs in Miercurea Ciuc (Csikszereda).

Because of that, this present study aims at filling in the gaps by investigating the aspects of monolingualism, bilingualism, and multilingualism in the linguistic landscape of Museum Angkut Batu and do an interview with official authority. The spreading of foreign languages in Indonesia can also be seen in Museum Angkut as public areas or tourism place. As we know that, Museum Angkut is a big place where many people make contact and communication, not only from the same country but mostly also from a different country. It is supported by Singhasiri (2013) who states that tourism place can be considered as the meeting points of visitors from all around the world.

In this study, the researcher also explains the reason for showing those signs in Museum Angkut. The researcher uses the interview to get the data about the reason of showing those signs. The researcher gives some question about

management" (Spolsky, 2004). Actually, the practice of using language can reveal the language ideology of local communities about national language policy.

Linguistic landscape claims that the signs in the public sphere are illustrative texts that can be read and photographed which can be dissected linguistically and culturally (Gorter, 2006; Shohamy, Ben-Rafael, & Barni, 2010; Shohamy & Gorter, 2009). The intended sign is a sign that is used in order to disseminate general messages to the public in the form of information, instructions, and warning. This sign also often appears in commercial contexts such as marketing and advertising which the main function is to draw attention to a product or business (Backhaus, 2007; Kasanga, 2012; Manan et al., 2015; Wolf et al., 2012). Linguistic landscape reveals the visibility and significance of written languages used in the public space. It briefly said that linguistic landscape is a portrait of linguistic situations in the public space (usually involving the state or city) about general patterns of language use, language policies, language attitudes, and language contact.

Landry and Bourhis (1997) suggest that the linguistic landscape has two functions: informational and symbolic. In the informational function, the marker distinguishes the geographical area of the population giving the name of the place. In other words, language functions as a marker of the territory of its speaking community and differentiate it from other areas of population that are different languages. In symbolic functions, the presence or absence of the language of a group on the road board affects the feeling like part of the group. Symbolic functions are also closely related to the representation of ethnic identity.

Blommaert (2013) states space as an arena for human social interaction and conducts a series of cultural activities. The space of interaction can be assessed as a form of action that space as something complex and contains layers of activity in it.

The theory above supported by Backhaus (2009) from the point of view taken in his book as follows:

“because of the distinctive semiotic features of language on signs as studied in the previous section, it is suitable to stick to the definition stated by Landry and Bourhis rather than to develop the term to a hardly definable variety of the other areas of language use in the public sphere”. (Backhaus, 2009)

Durk Gorter in his journal also shares the same idea to define the linguistic landscape. Gorter (2006) states linguistic landscape as the literal study of the languages as they are used in the signs, and on the other hand also the representation of the languages, which is of particular importance because it relates to identifying and cultural globalization, to the growing presence of English and to revitalization of minority languages. As an addition Wang (2015) explains recently, some researchers have criticized the limitation of the commonly quoted definition from Landry and Bourhis and expanded the notion of linguistic landscape by including a variety of literacy items such as icons, images, and logos, in addition to language displayed or inscribed in public areas (Itagi and Singh, 2002; Backhaus, 2007; Shohamy and Gorter, 2009). Therefore, the definition of the term “linguistic landscape” becomes how the researchers define the constitution of linguistic landscape research based on data collection in their

Signs in public spaces are certainly not made without reason. Signs have a message and are never neutral, have connections with social structures, hierarchies, and power (Stroud and Mpendukana 2009). The reason is that public space is an area as well as an instrument of regulation and control of power.

Public space is certainly different from private space — for example, a living room in our house. Contrary to private space, public space is basically sharing space for a person or group that may be desired by the authorities (e.g. the government). Usually, the owners have the right to regulate their use (Blommaert 2013).

The street names are the messages containing communication between the message maker and the recipient. In the context of the Yogyakarta case, the communication message was conveyed by the Yogyakarta Palace through the rules of the City Government. Blommaert (2013) states that communication in public space cannot be separated from communication in the realm of power. For example, in the old name Margo Mulyo road, Jalan Jenderal Ahmad Yani (commonly abbreviated as Jalan Ahmad Yani) is very common to be the name of the main streets in the area in Indonesia. The name was very popular in the New Order regime (President Soeharto's government). When the regime ended in 1998, it was understandable that there was a change in street names. In accordance with Bloomaert's (2013) question "how does space organize semiotic regimes of language?" all signs revealed through the road board carry out the practice of discourse with attribution to an ideology (Blackwood and Tufi 2015).

Talking about the signs certainly cannot be separated from the semiotic issue. A classic theory of Ogden and Richards (1923) have alluded to how a concept representing an object (referent) is represented by a symbol (language symbol). It relates to the role of the nameplate, for example, Jalan Jenderal Sudirman (in Jakarta) as a toponym is a symbol of language on the object of the road that extends from the Hotel Indonesia Roundabout to the sign of the Building Youth Statue (also known as the Statue of the Roundabout Senayan). For the people of Jakarta, the road has a concept that varies greatly in their minds. Whether it's the concept of the capital's road, the crowded streets, or as a road with many skyscrapers.

The concept shows how semiotics plays a role in the linguistic landscape and tries to capture language as an intermediary between space and place. The existence of street names can also be explored using the perspective of discourse analysis which is called the geo-semiotic concept. Geosemiotics is a social meaning study on the placement of material signs, the content of the discourse, and our attitude towards the material world. The concept starts from the previous discourse on the presence of physical space as a mere setting but has been re-evaluated so that it becomes part of the text itself (Scollon and Scollon 2003).

2.2 The Characteristics of Bilingual and Multilingual Signs

Cenoz and Gorter (2006) say the way the languages are displayed vis-a-vis each other will give us further information on the relative importance given to each language. We will first look at the first language on the sign, then the size of the lettering of the language and finally the fonts of the letters used.” In their

2.2.5 Translation in Bilingual and Multilingual Signs

A final characteristic which is included in the study is again the comparison of the information given in the different languages but focusing on the use of translation in the signs.

2.3 Multilingualism

Multilingualism in the Indonesian language is called *Keanekabahasaan*, which is the ability of someone who can speak more than two languages by a speaker in their interactions with others alternately. It can also be included in the practice of using several dialects of the same language (Weinreich, 1970).

Multilingualism can occur in communities consisting of several ethnic groups such as Indonesia, India for example, recognizing 14 languages in its Constitution, the Philippines having six regional languages, Nigeria having three regional languages, and others.

The positive impact of multilingualism is the creation of various types of languages that can be learned by others, but it also has a negative impact, that is gratuitousness is contrary to nationalism because if someone has mastered a foreign language, it is feared that the national language will be forgotten.

Pool (1972) tried the problems that arise with the presence of multilingualism by analyzing 133 countries by the number of languages and Gross Domestic Income (GDP), as follows:

- a. A country can have a degree of uniformity of language, but still be a non-developing (poor) country;

study is officer authority. The researcher interviewed with official authority. In this study, the phenomenon was the linguistic landscapes in Museum Angkut.

3.2 Research Instrument

In conducting this study, the main instrument was the writer herself and also the writer would be supported by some others instruments such as observation and interview. In conducting observation, the researcher conducted place observation in personnel to collect the data. The researcher used a smartphone camera to take photos of words and phrases in the area including signs, names on buildings, advertisements, commercial shop signs and public signs on Museum Angkut.

Besides observation, the researcher interviewed with authority using smartphone recorder to ensure the reliability and validity. The questions for an interview was about language displayed, the characteristic of the signs being displayed, and the reason of showing the languages in the sign. The type of interview used the semi-structured interview. Gill et al., (2008) define this approach as an interview that has several key questions which help to define the areas to be explored but also allows the researcher the flexibility to pursue an idea in a response in more detail, this is medium between structured and unstructured interviews. However, the interviewer did not follow a strict survey or questionnaire. It means the interviewer was not reading the questions from a written list. So that the interviewer could explore issues generated in the course of the interview.

Table 1: Language Displayed

1. Indonesian	6. German
2. English	7. French
3. Arabic	8. Italian
4. Chinese	9. Sundanese
5. Dutch	

3. To answer the second research question, the data presented in the table which had been tabulated from the characteristic of the signs and the language being displayed such as the signs, advertisement billboards and commercial shop signs from Museum Angkut and then followed by analysis. See the following table.

Table 4: First Language on Sign

Language	Number of Signs	Percentages
Indonesian		
English		
Arabic		
Chinese		
Italian		
Germany		
Dutch		
Total		

Table 5: Size of the Text

The Size of Language	Number of Signs
Indonesian bigger	
English bigger	
Arabic bigger	
Chinese bigger	
Italian bigger	
Germany bigger	
Dutch bigger	
Same all languages	
Total	

The first question about language displayed involves the number of languages used in each unit of analysis. Figure 1 gives the results that 47% (145) of the signs in Museum Angkut use bilingual information. The effect of globalization of English gives a big effect to create the signs in Museum Angkut.

To bring clearer information, the researcher shows the diagram of different languages found in the signs in Museum Angkut. Figure 2, 3, and 4 show the kinds of languages displayed in Museum Angkut. There is a total of nine different languages found on the signs those are Indonesian, English, Arabic, Chinese, Dutch, Germany, French, Italian, and Sundanese. The dominant languages are English. However, there are also languages with a different script system such as Chinese and Arabic. English is relatively common as an international language used to create a communication between people around the world, also as the bridge of different languages.

The first result from the first question (Figure 1, 2, 3 and 4) only show a common idea of the linguistic landscape of Museum Angkut. The fact that the most signs in Museum Angkut use bilingual and the previous figures contain nine different languages still does not inform anything yet about the distribution of languages in Museum Angkut.

4.1.1.2 Distribution of Languages

Monolingual, bilingual and multilingual signs in Museum Angkut is not randomly put by the museum authority. It is well distributed across the area to provide people with the information they need to know. As the Museum Angkut authority states that they have a regulation to arrange the signs, so for the

prize from Museum Angkut. It is one of the ways to attract the local people and International tourists to come and join that event. The authority hopes that by creating the event that is similar to western culture, it can attract the tourists especially local tourists to experience it in Indonesia. It does not mean to be westernized, but the creator of this event want to give different experience by introducing Halloween party is like.

4.1.3.2 To Promote the Product

Museum Angkut is the first and the biggest transportation museum in Southeast Asia. Every day this place is always crowded by the visitors, including International tourists. Although every day there are International tourists that visit it, Museum Angkut will still continue to promote Museum Angkut not only in Southeast Asia but also expand the promotion throughout the world, as stated by Widyatama (2005) besides delivering information, signboard that uses bilingual and multilingual can be used as a promotional tool or advertising related to the business being developed. It is reinforced by Arifin (1992) who stated as a source of information. The signboards must have the characteristics of language generally, those are attractive and interested. That is why the Museum Angkut chooses to use bilingual and multilingual information to make International tourists easy to understand the signs in Museum Angkut.

This is evidenced in the research conducted by Ernawati (2017) showed that in the center of the Malang city there are Chinese and Arabs ethnic. Both ethnic have spread to various centers in the city of Malang which are marked by the existence of information signs that contain Chinese and Arabic. So, the presence of Chinese and Arabic in Museum Angkut is also influenced by the presence of the ethnicity that is still thick in the center of Malang city itself.

4.2 Discussion

From the result gained from this research, it can be seen that Museum Angkut uses more bilingual and multilingual information signs rather than monolingual information signs. The researcher finds nine languages displayed in Museum Angkut.

The researcher reveals the five indicators of the characteristic of bilingual and multilingual signs in Museum Angkut which are similar to Cenoz and Gorter's findings (2006). They are the first language on signs, size of the text, type of font, amount of information and translation of signs. Besides having similarities, both research also has the differences. This present study and Cenoz and Gorter's findings (2006) are quite different concerning the presentation of data. Cenoz and Gorter (2006) show their data only in large coverage without showing what language they are analyzed mainly concerning the characteristic of the signs. While the present study presents the data in detail, the researcher input all the bilingual and multilingual signs in a table then analyze it one by one, so it will give a better understanding for the reader if the data are presented clearly.

These indicators are one of the important things to do if the researcher conducts the study about the linguistic landscape. The last but not least, the researcher analyzes the reason for showing those signs using the data from the interview with the Museum Angkut authority. The main reason for showing those signs is to make the products attracted by many people particularly international tourists.

There are some interesting points to be mentioned as related to the spread of English. English as International language, English used to promote the product, English used to educate the visitors, and English used to show various culture. The Museum Angkut authority applied English for various function to help visitors mainly foreign visitors easily to understand the signs. It is also appropriate to what has been stated by Degi (2012) that the use of English in bilingual and multilingual signs in public places could be interpreted as informational mainly for International tourists. Evidently, the use of English is more prominent informal information signs.

The result of the research also shows that multilingual signs are only apparent for public facilities information signs in Museum Angkut, i.e., Mosque, Toilet, Parking Area, Rest Area, Deposit Counter, Infant Care Room, Entrance and Exit Doors. The result of this research is slightly different from the research conducted by Ruzaitė (2017) explaining that multilingual signs apparent in touristic spots such as Hotel, Restaurant, Shop, Spa, Bank, and others. The difference can be discussed further for example related to the restaurant. Ruzaitė's finding shows that restaurant in the touristic spot in Lithuania uses Multilingual

signs. He only categorizes the sign in a restaurant in the touristic spot in Lithuania uses multilingual without giving detail explanation what languages are. While the present study gives the different result that the signs in the restaurant in Museum Angkut use monolingual (Sundanese or English).

The use of English in bilingual and multilingual signs in this research shows how the globalization of English affect the information signs in Museum Angkut. This is in line with Wang (2015) who states in his research statement that providing English in bilingual and multilingual information signs, media, and services for those people has become the main focus of the government. To meet the needs, the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport, and Tourism also promoted a plan to develop the availability of English as a sign especially as multilingual signs to help international tourists travel in Japan.

In short, this current research shows three important findings. There are nine different languages displayed in Museum Angkut. Indonesian and English are the dominant language in Museum Angkut. Finally, the main reason of showing those signs is to make the product go International and modern as stated by Piller (2001,2003) that using English in information signs can be perceived as more prestigious and influential for making tourism industry go International.

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