

**A LINGUISTIC LANDSCAPE STUDY OF ADVERTISING SIGNS ON SHOPPING
MALL AND TRADITIONAL MARKET IN SURABAYA**

Thesis



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Declaration

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Hereby I declare that my thesis under the title "A LINGUISTIC LANDSCAPE STUDY OF ADVERTISING SIGNS ON SHOPPING MALL AND TRADITIONAL MARKET IN SURABAYA" is as my original work has done.

The thesis is submitted as partial fulfilment of the requirements for the scholar degree of English Department Faculty of Letter and Humanities in State Islamic University of Sunan Ampel Surabaya. I wrote this thesis with my best ability and knowledge. Therefore, I believe that none wrote and published the thesis in same title and material previously except those indicated in quotations and bibliography in this thesis.

Surabaya, January 23rd 2019


The Writer,
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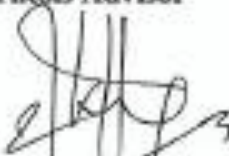
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**A Linguistic Landscape Study of Advertising Signs on Shopping Mall and
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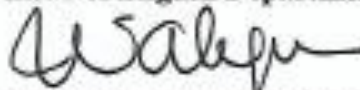
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differences between the number of the respondents in shopping mall and traditional market because the languages that found in shopping mall are more diverse than those found in the traditional market.

3.3 Data collection

Collecting data used to get information in order to achieve the objective of the research. Some steps were taken for collecting the data, the researcher have done observation and interview to collect the data, first was observation. The researcher observed two areas to collect the data. On Monday, November 12th 2018, the researcher has visited Tunjungan Plaza 3 for observation. Tuesday, November 13th2018, the next day after the researcher observed Tunjungan Plaza 3 , the researcher visited DTC Traditional Market to observe the area. During the observation in each areas, the researcher took a photo of languages used as advertising signs. the steps of observation were:

1. The researcher visited the two areas for observation. The first area that the researcher have visited are Tunjungan Plaza 3, the researcher visited Tunjungan Plaza 3 on Monday, November 12th 2018 then the researcher moved to DTC Traditional Market on the next day on Tuesday November 13th 2018.
2. The researcher took a photo of words, phrases and languages that displayed as the shop's advertising signs. Those are the banner, signage, poster, graffiti, billboard or video display.

The second method to collect the data was interview, the researcher did the interview with some owners of the shop to get information about languages used as advertising signs in the two areas. The interview session have done at different days from the observation. the first interview was in Tunjungan Plaza 3 on Tuesday, November 28th 2018 and the second interview was in DTC Traditional Market on Friday, November 30th 2018. The steps of interview were:

1. The researcher came to the areas of the study, those are in TRunjungan Plaza 3 and DTC Traditional Market. First, the researcher visited Tunjungan Plaza 3 on Tuesday, November 28th 2018, the two days after, the researcher visited DTC Traditional Market on Friday, November 30th 2018.
2. The researcher was looking the informants from the shop based on the language that displayed on the shop's advertisement signs. The first informant that the researcher interviewed was Antony as the owner of Chubby Chicken Fillet, then, the researcher interviewed Ms. Lusi as the owner of Sambel Cobek. After that, the researcher interviewed Ms. Nia as the employee of Tako Chiro. Last, the researcher interviewed Ms. Sari as the employee of Karage Kun, the first session of the interview has been done on November 28th 2018 and has been done at Tunjungan Plaza. On November 30th 2018, the researcher have interviewed the informants on the DTC Traditional Market, there are two informants the researcher have interviewed. first, the researcher interviewed Ms. Ika as

3.4 Data Analysis

There are the steps used by the researcher to analyzed the data.

1. After the data have been collected, the researcher identified and classified the languages that appear as advertising signs in Tunjungan Plaza and DTC Traditional Market.
2. To answer the research question number one, the researcher presented the appearance of the languages found as advertising signs in shopping mall and traditional market into the table. The example of the table can be seen below.

| Place | Language | | | | | Percentage |
|------------------------|----------|-----------|-------------------|-----------------|------------------|------------|
| | English | Indonesia | English-Indonesia | English-Chinese | English-Japanese | |
| Tunjungan Plaza 3 | ...% | ...% | ...% | ...% | ...% | 100% |
| DTC Traditional Market | ...% | ...% | ...% | ...% | ...% | 100% |

The table are consist of three rows, the first row is the areas of the observation where the data collected. The second row is the kind of languages that used as advertising signs, the last row is shown the



Figure 5: Example of Conventional Sign Board in Shopping Mall and Traditional Market

The researcher has found the shop owner's reasons about the use of languages as advertising signs, those are simple and economical.

1. Simple

One of the reason of using that kind of advertising sign is because the simplicity. According to the interview with Ms. Lusi as the owner of Sambel Cobek in TP 3, she explained,

"... it is more simple, there are also a lot of shops that used this" (2)

From the quotation above, it shows that conventional signs board is one of effective way for advertising. The shop's owner can decide whether printed with image or not. The 2-D look from this kind of boards make it easier to be moved and it does not waste a huge area to place it.

2. Economical

The other reason why the shop's owners decide to use conventional sign board for advertising is because the economical things. Conventional signs board does not need some rare and expensive things, the material used is easy to found, it can be a paper, plastic, and plywood. According to the interview with Ms. Lusi , she said

“well, it is more simple, there are also a lot of shops that used this, the price is also pretty fair“ (2)

It explains that the price is becoming a shop owner's consideration, they are looking for the cheap thing for advertising to pressing the expenses. Conventional sign board is cheap but still has a good looking.

B. 3-D Sign Board



Figure 6: The Examples of 3D Sign Boards on Tunjungan Plaza

From albertasignrentals.com (2017), 3-D Sign board is one of impressing types of sign boards around. The 3-D effect provides a pop up text or symbol and make it look like mesmerized. This kind of advertising sign is appear in Tunjungang

may have the opportunity to grab the viewers' attention more easily. Background colour is another significant element in advertising. It is really important to choose the screen background color very carefully, since it is generally the largest single area of colour.

For advertising, the designer usually used a combination of light and dark colour. The designer must be choose the text and background colour wisely. the colour of the text must be heavily contrast from the background and make sure that the message of the text can be easily readable by the viewer. There are two kinds of colour combination used by shop's owner in shopping mall and traditional market in Surabaya.

A. Strong Background with Light Text



Figure. 8: The Examples of Strong Color Background with Light Color Text in Tunjungan Plaza 3 and DTC Traditional Market

Normally, when the designer choose the dark or strong color for the background such as black, red, or navy must be followed by light color for the text. Color can be used as an attention getting device when emphasizing important

The shop owner do not have to recolor the base or the background, white color as the background is also readable and catching. The point is the words must be written in dark color to make it easier to read.

4.1.2.3. Images

Some text in advertising tools displayed with an image on it. The image of the ad is one of the important things in Advertising tools. In Tunjungan Plaza 3 and DTC Traditional Market , it is easy to find advertising signs printed with the image on it. in the other hand, some advertising signs are printed without images, those kinds of advertisements usually display some words or text as advertisement signs. The researcher found most of advertising signs that using images are food stall or restaurant.



Figure 10 : Example of Advertising tools with Images on Tunjungan Plaza 3 and DTC Traditional Market

Based on figure above, it shows the example of printed advertisements signs with the pictures of products or services being sold from the shop, The text of the

4.1.3. The Shop Owner Reason to Use Those Kinds of Languages



Figure 11 : Examples of Kinds of Languages Used as Advertising Signs in Tunjungan Plaza 3 and DTC Traditional Market

Languages that appear in advertising signs must be come with a reason, to know the main reason behind the language displayed, the researcher must be search the information from the shop's owners. During the observation, the researcher found that there are 3 kinds languages used in shopping mall and traditional market in Surabaya, Those are English, Indonesian, and Bilingual Language. In this part, the researcher shows the reasons from the shop's owners to use that kinds of languages. those are English in shopping mall, Indonesian language in shopping mall, Bilingual language in shopping mall, English in traditional market, Indonesian language in traditional market, and Bilingual language in traditional market.

B. Indonesian in Shopping Mall



Figure 13: the Appearance of Indonesian Language on Shopping Mall in Surabaya

There are only few advertising signs in Tunjungan Plaza that fully written in Indonesian language or Bahasa, although Tunjungan Plaza is located in Indonesia but English is more dominant than Indonesian language. the researcher found 4 advertising signs that fully used Indonesian language as advertising signs in Tunjungan Plaza. The researcher found two reasons from interview about the use of Indonesian language as advertisement signs, those are ; The Product is from Indonesia and The Product is placed in Indonesia.

1. The Product is from Indonesia

According to the interview with Ms. Lusi as the owner of Sambel Cobek, she says that *“because the menus are Indonesian food”* (2). her shop is from Indonesia and serves Indonesian food for their consumers, all of her advertising signs on her

use “accessories and gift shop” in their advertising signs because the words itself is commonly used in Indonesia.

G. Indonesian in Traditional Market



Figure 17: The appearance of Indonesian Language on Traditional Market in Surabaya

Indonesian Bahasa becomes the language that is commonly used in DTC Traditional Market, about 74% advertising signs are written fully in Bahasa. According to the government, Indonesian Bahasa is officially become the first language of the country, Bahasa also become a lingua franca for people that come from different region in Indonesia. about the use of Indonesian as advertising signs in traditional market, the researcher collected a reason from the interview, that is The Visitor are Mostly Indonesian.

DTC Traditional Market is located in Indonesia and Bahasa become the first language of the county. According to Ms. Siti one of the shop owner in DTC

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