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

#### **Thesis**



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#### **ABSTRACT**

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**Keywords:** Advertising Signs, Multilingualism, Linguistic Landscape

Nowadays, it is harder for us to walk around to the public spots without seeing linguistic forms. When we walk through the city, we can see linguistic contents in many places. Huge billboards, shop signs, or those that found from advertising signs are containing the linguistic data. Advertising signs are visual graphics created to display information to the viewer. It can be written in banners, billboards, murals, signs, or electronic display. Advertising can bridge the gap and reveal information about the image of the brand The languages used as advertising signs are clearly different each other. Some depend on the location where they are placed and some are not.

This study analyzes the used of languages as advertising signs on shopping mall and traditional market, it is a quail-quantitative research. Qualitative is needed because the data of the present study are from the observation and Quantitative approach is needed to count percentage from the data found in each areas. To make the data more complete, the researcher has interviewed some shop owners on both areas. The aim of this study are to know about the shop's owners reason about choosing the kinds of languages as advertising signs on shopping mall and traditional market.

The researcher has found 81 photos of advertising signs in both areas by observation. English and Indonesian language become the most languages appeared as advertising signs in each areas. English becomes the most language used in Shopping mall while Indonesian language becomes the most language used as advertising signs in traditional market in Surabaya.

#### **INTISARI**

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**Keywords:** Papan Iklan, Dua Bahasa, Landskap LInguistik

Sekarang, susah bagi kita untuk berjalan-jalan ke tempat umum tanpa melihat bentuk linguistik Ketika kita berjalan-jalan ke kota, kita bisa melihat konten linguistik di berbagai tempat. Papan reklame besar, iklan toko, atau yang dapat ditemukan sebagai papan iklan semua mengandung data linguistik. Papan Iklan adalah grafik visual yang dibuat untuk member informasi kepada orang orang, itu bias ditulis di banner, reklame, tulisan tembok, tanda ataupun display elektronik. Papan iklan bisa menjadi jembatan antara kelemahan atau informasi dari sebuah produk. Bahasa yang digunakan untuk papan iklan akan berbeda satu sama lain, beberapa tergantung dari tempat dimana papan itu diletakkan dan beberapa dari papan iklan itu tidak.

Skripsi ini menganalisis tentang pengunaan bahasa sebagai papan iklan di tempat shopping dan pasar tradisional di Surabaya, Ini menggunakan pendekatan penelitian Kuali-Kuantitatif. Kualitatif dibutuhkan karena data tari penelitian ini berasal dari observasi dan pendekatan kuantitatif dibutuhkan untuk menghitung persentase dari dta yang telah ditemukan dari kedua area. Untuk membuat data lebih sempurna, peneliti juga melakukan wawancara kepada beberapa pemilik toko dari kedua area. Tujuan dari penelitian ini adalah untuk mengetahui alas an pemilik toko untuk menggunakan bahasa tersebut sebagai papan iklan di tempat shopping dan pasar tradisional di Surabaya.

Peneliti telah menemukan 81 foto dari papan iklan di kedua area observasi, Bahasa Inggris dan Indonesia menjadi bahasa yang paling sering muncul sebagai papan iklan di kedua area. Bahasa Inggris menjadi bahasa yang paling banyak digunakan di tempat shopping sedangkan bahasa Indonesia adalah bahasa yang paling banyak digunakan di pasar tradisional.

#### **Table of Contents**

Insert cover page	. i
Inside Title Page	ii
Declaration Page	iii
Motto	iv
Dedication Page	v
Thesis Examiner's Approval Page	vi
Thesis Approval Page	vii
Acknowledgement	viii
Abstract	X
Intisari	xi
Table of Contents	xii
CHAPTER I: INTRODUCTION	1
1.1 Background of the study	1
1.2 Research questions	8
1.3 Objective of the study	. 8
1.4 Scope and limitation	. 8
1.5 Significance of the study	. 9
1.6 Definition of key term	Q

CHAPTER II: REVIEW OF LITERATURE	11
2.1 Linguistic Landscape	11
A. Geopolitical Location	12
B. Socio Cutural Location	12
2.2 Advertising Language	13
2.3 Multilingualism and Globalization	15
2.4 Languages in Surabaya	16
CHAPTER III: RESEARCH METHODOLOGY	18
3.1 Research Design.	18
3.2 Instrument	19
3.3 Data Collection	20
3.4 Data Analysis	21
CHAPTER IV: FINDING & DISCUSSION	27
4.1 Findings	27
4.1.1 Linguistic Landscape in Tunjungan Plaza 3 and DTC Traditional Market	
4.1.1.1 Linguistic Landscape in Tunjungan Plaza 3	30
4.1.1.2 Linguistic Landscape in DTC Traditional Market	32
4.1.2 Frequency of Bilingual Signs in Center Surabaya	34
4.1.2.1 Design	
A. Conventional Sign Board	
	36

C. Boxed Sign Board	37
D. Sticker-Cutting	38
4.1.2.2. Colour	39
A. Strong Background with Light Text	40
B. Light Background with Strong Text	42
4.1.2.3 Images	43
4.1.6 The Shop Owner Reason to Use Those Kinds of Languages	45
A. English in Shopp <mark>ing M</mark> all	47
B. Indonesian Language in Shopping Mall	48
C. English-Indone <mark>sian Language in Shoppi</mark> ng Mall	50
D. English-Chinese Language in Shopping Mall	51
F. English-Japanese Language in Shopping Mall	52
G. English in Traditional Market	53
H. Indonesian Language in Traditional Market	54
I English-Indonesian Language in Traditional Market	55
4.4 Discussion	56
CHAPTED M. CONCLUCION AND CHOOSECTION	(1
CHAPTER V: CONCLUSION AND SUGGESTION	
5.1 Conclusion	61
5.2 Suggestion	62

REFERENCES	······	63
APPENDIXES.		66
Apper	ndix I: Interview Guideline	66
Apper	ndix II: Interview Transcript	68
Apper	ndix III: Examples of Advertising Signs in Shopping	
	Mall and Traditional Market in Surabaya	81

#### **CHAPTER I**

#### INTRODUCTION

This chapter shows the background of the study, the statement of the problems, the objectives of the study, the scope and limitation, the significance of the study, and the definition of the key terms.

#### 1.1 Background of the Study

Language has a great influence for the people. Nowadays, it is harder for us to walk around to the public spots without seeing linguistic forms. When we walk through the city, we can see linguistic contents in many places. Huge billboards, shop signs, or even the candy's packs are containing linguistic data. It is hard to walk along to the public space in a metropolis without seeing the linguistic forms.

Language is not merely about saying something to other but also about doing something (Gee, 2014). Language is a tool of communication, it is not just about saying something meaningless. With the language, people can provide the information and it can be received for each other. Language contains purposes, someone who says, "open the door!" means that they ask someone to help or do something for them. Language is not just about something that spoken by human, language can be written in symbols or alphabets. Written language is commonly used in various media, such as newspaper, magazine, poster or book.

Written language also appears in the fields of marketing and advertising. Some big companies choose a language to convey specific messages to the consumers. According to Kohli, C., Leuthesser, L., & Suri, R. (2007). To make their product get famous, the brand's owners usually make some promotion to advertise their products. The company of the big brand usually show the slogans and rhe company's visions to their consumers. One of the ways to advertise the company's product is by using advertising signs. Advertising can bridge the gap and reveal information about the image of the brand. By this means, building relationship with whatever that brand is created for becomes possible (Keller, 2008).

According to Miffin (2000) advertising sign is the design of certain words written in symbols, the purpose is to deliver a message to several group, usually for marketing or advocacy, it is kind of visual graphics created to display information to the viewer. It can be written in banners, billboards, murals, signs, or electronic displays. The content and design in advertising signs probably have a power to impact the consumers, language helps the viewers to identify a product and remember it. Advertising is a key components of brand identity that establish companies' connections with the world around them (Kohli and Leuthesser and Suri, 2007).

The languages used as advertising signs are different each other, each companies or shops have their own certainty, it is depends on how the style of the companies to promote their product to their customers. In modern era, English has been used for global, It is easier to find English words or sentences in any place especially as advertising signs. The vocabulary of English items has been used in

worldwide. such as 'taxi', 'visa' and 'exchange' are used throughout the globe. (Platt, Weber, and Ho 1984). English words are also being borrowed by the other languages such as "Komputer" in Indonesia is borrowed from "Computer" in English. According to Blommaert (2013), Linguistic landscape studies have shown the important role that English plays as the international language, In an era of globalization, the world is interconnected, English has become the lingua franca for the people of dissimilar backgrounds to communicate each other.

According to Lanza, E. And Woldemariam, H. (2009). English is used to sell, it make English can be seen everywhere. We can see a lot of brands companies use English as a advertising tools such as Mc Donald with "I'm Lovin' It" and Burger King with "Have It Your Way". Those two American's brand restaurant always place their slogan on their worldwide restaurants and they do not change the slogan into another language.

Linguistic Landscape field do not focuses on English only. Scollon and Scollon-Wong (2003) states that languages on a signs in the public areas are in accordance with the language used by the people (*geopolitical location*) and some are used certain languages that are not related to the place where they are located (*socio cultural association*). English as advertising signs is not merely aimed to the English-speaker community, but can be used to symbolize foreign taste and manners. (Cenoz, J. & Gorter, D., 2017)

One example is in Surabaya. Surabaya is a crowded city with the population up to 2.8 million people based on World Population Review. Most of the Surabaya

people are bilingualism. Bilingualism is the ability to speak more than one languages (Spolsky,1998). The linguistic data can be easily found in Surabaya, especially in the place for trading such as Shopping Mall and Traditional Markets, those are the places where the shop's owner compete each other to attract a consumer. For the languages used as advertisement, it is not merely written in English, Some of companies or the owners of a local shops are deciding to use the language that commonly used by the native speaker.

The differences between language as advertising signs are interesting to be analyzed, the previous research is by Fahmil Ilmy Tsany (2016) from UIN Surabaya. In the thesis about "English Slogans of Gadget Products on Printed Advertisements", he analysed about the use of English language in Gadget's Advertisements brochure. He found that the interpretation meaning of English gadget slogan of advertisement can be concluded that the interpretation of those slogans contain of information about the quality, the features, the performance, the advantage, the sophisticated, and the function of the product. Some of slogans are easy to interpret because the simple words are suitable with product. While some of slogans has intended meaning which is little difficult to relate it with the product. English text of slogan is advertiser's way to attract, and to influence the consumer. There are some gaps in the research, the researcher only used human investigator to collecting the data those are slogans from gadget's product advertisements. That means that the researcher himself is the only instrument with no other instruments favor to make the data better. The researcher concludes that "English text of slogan is advertiser's way to attract, and to influence

the consumer." But he did not do any interviews with an agency of a gadget's company. It would make the data of the research more complete if he did the interviews.

Next is from Rafsanjani (2017) from UIN Surabaya. He compared about the language used in food stall and restaurant's slogan on shopping mall and local street in Surabaya. The areas that he analyzed are Grand City, Tunjungan Plaza, Siwalankerto Street, and Wonocolo street. The finding from their research said that the language that used by food business' slogan in shopping mall are clearly different with those in local street of Surabaya. Shopping mall mostly used Engilsh rather than Indonesia. But the researcher also did not collect the data by interview, he only observed to the areas of the study and make a conclusion from that. The data that he found are too minimum, he only collected twenty seven data by observation. The researcher only focused to the restaurant that displayed their slogans, when there are another advertising tools by the owner from the food business that contain a linguistic data.

In Thailand, Huebner (2006) in his research about "Bangkok's linguistic landscapes: Environmental print, codemixing and language change. International Journal of Multilingualism", he investigated environmental print of 15 neighborhoods in Bangkok, Thailand. He compared the signs in various communities. Six hundred and thirteen signs were analyzed according to codemixing and language dominance perspectives. The findings suggested that English are dominant in any aspect, it can

cause a new mixing language or called a Hybrid Language. one of the example of Hybrid Language that he found is Thai-Engllish Language.

To conclude, after analyzing the four previous studies, the researcher found some lack in the previous researches. First is the instruments or the tools used by the researcher collect the data. The first gaps are found in the studies from R. Rafsanjani, Adithiya (2017) and Tsany, Fahmil (2016). Both studies analyzed about the use of English language toward advertisement tools. But they did not interviewing any shop owner or the agency of the product to collect the data. Next, some weaknesses in the research data report. In Heubner (2006) he did not mention the percentage of language that showed up in 15 neighbourhoods in Thailand. For last, the researcher does not find any shopping mall and traditional market as the sources of the data.

In order to cover the niche from the previous study, the present study focuses to show the languages used as an advertisement tools in a shopping mall and traditional market in Surabaya. To make the data more complete, the researcher has observed the areas of the study, those are Tunjungan Plaza 3 and DTC Traditional Market. Then, the researcher has interviewed the owner of the shop, the employee or the agency weather to know the reason and the purpose about the use of the kinds languages as the advertisement signs on both areas.

The present research focuses on the degree of bilingualism in Shopping Mall and Traditional Market in Surabaya. The subject matter for this research is based on the shop signs, the slogans, and some advertising tools that displayed on the stores. Both two place are primary different each other, we could see that Shopping mall is

more modern than traditional markets, many brands from a big and famous companies are place their shops in the shopping mall while in the traditional market is only placed by family business or small shops,

The Owner of the shops in Shopping Mall and Traditional Market are trying to attract the consumers. One of the strategies is by choosing a language for advertising their product and place it in the visible spots of the shops. It is interesting because it shows how the shop's owner fighting each other to get consumers. next, to know differences between language choice as an advertising signs in Shopping Mall and Traditional Market in Surabaya.

As the consumer, the researcher always gets an interest about the concept of the shops and how they promote their product uniquely. Tunjungan Plaza is one of the biggest Shopping Malls in Surabaya and Tunjungan Plaza 3 is one of the crowded sectors of the mall itself. There are many brands such national and international place their product in there. Tunjungan Plaza 3 always full with the visitors especially in weekend. In the other side, Darmo Trade Center Traditional Market is one of the favorite traditional markets in Surabaya. The area of the building is near Wonokromo railway station. It makes the area of Wonokromo have become one of busiest sectors in Surabaya.

#### **1.2 Research Questions**

Based on the background of the study, there are two statements of the problems that I will answer, they are:

- 1. What are the languages represented on advertising signs in shopping mall and traditional market in Surabaya?
- 2. How are the languages displayed as advertising signs in shopping mall and traditional market in Surabaya?
- 3. Why do the shop's owners decide to use those kinds of languages?

#### 1.3 Objectives Of the Study

Based on the problems above, the objectives of the study are aimed:

- 1. To know what are languages represent on advertising signs in shopping mall and traditional market in Surabaya?
- 2. To know how the languages displayed as advertising signs in shopping mall and traditional market in Surabaya?
- 3. To know the reasons of why do the shop's owners decide to use those languages?

#### 1.4 The Scope and The Limitation

This study focuses on Linguistic Landscape, which concerns with the languages form that are used in shop's advertising signs on shopping mall and

traditional market in Surabaya. It is limited to shop's advertising signs that found in Tunjungan Plaza 3 and Darmo Trade Centre Traditional Market. Advertising signs are everything that written in banner, poster, board, or digital video for purpose of marketing. The advertising signs are an improvement to attract the customers. It is kinds of words, phrases, or symbols to support the shop name and brand. The researcher analyses the languages used as a advertising signs of the shops and the researcher do not take the name of the shop or brand as the data.

#### 1.5 Significance of Study

It hopes that the paper will give theoretical significance. Theoretical significance I mean is contributing scientific knowledge to the development of linguistics, especially those that are related to linguistic landscape and advertisement. Also, the result the study can help the readers to understand more about the linguistic feature in advertising signs and can be used as the references for the further research that related to linguistic landscape and advertisement.

#### 1.6 Definition of Key Terms

- a) Linguistic Landscape: study about all the representation of languages in pictures and signs on the public space. Such as the poster, signage, banner, etc.
- b) Multilingualism: people that have an ability to speak at least in two different languages.
- c) Advertisement sign: words or symbols that written on the visible spots for the purpose of marketing, it is kind of visual graphics created to display

- information to the viewers. It can be banners, billboards, poster, murals, stall boards, digital and electronic display.
- d) Shopping Mall: modern shopping centre or marketplace with a huge building, it is consist of variety shops, stalls and restaurants.
- e) Traditional market: a market or marketplace that people usually come to purchase something.
- f) Surabaya : Surabaya is the capital city of East Java, province of Indonesia.

  Surabaya is the second big city in Indonesia after Jakarta. According to World

  Population Review , the population of Surabaya is up to 2.800.000 people.

  (https://worldpopulationreview.com)

#### **CHAPTER II**

#### REVIEW OF RELATED LITERATURE

This chapter discusses the theoretical framework. The linguistic landscape theory is needed to analyze the data. The study focuses on the languages used as advertising signs in shopping mall and traditional market in Surabaya.

#### 2.1 Linguistic Landscape

The linguistic landscape study focuses on any display of written language on the sign in public, it can be multimodal, semiotic, or oral elements. (Cenoz, J. & Gorter, D, 2017). According to Landry and Bourhis (1997) Linguistic landscape as the study about languages of the road signs, advertisements, place names, shop signs, and official public signs by the government.

Durk Gorter (2006) states that linguistic landscape is not only "the words used on the signage", but also "the language's representation". The languages that appear on the signage in public space are not mostly related to the most language used by the people and the location of where they are placed. For example is in the tourist destination area, the languages that appear are not only written in one language, mostly, the signage on the tourist destination area are written in various language especially the native language and English. English appears because English plays as international language.

According to Scollon and Scollon-Wong (2003), languages on a signs in the public areas are related to the language used by the people (*geopolitical location*) and some are not (*socio cultural association*). Based on Scollon and Scollon Wong theory, language of linguistic landscape in public area is divided into geopolitical location and socio cultural location.

#### A. Geopolitical Location

Geopolitical location means languages that appear are related to the most language used by the people where the signs are located, the example is the road signs. The official road signs by the government have commonly written in the official language where the signs are located. It is mean the location of the signs influence the language that appear in the signs. The other aspect that influence the use of certain languages on signage are the most language used by the people.

#### B. Socio Cultural Location

Socio Cultural means the languages that appear on the signage in public space are not related to the location and the common language used by the people. It is the appearance of the foreign language in the public area for the purpose of promotion, direction and information. For the example, English in tourist destination area, English used to give a guideline for those who unable speak with the native language where they are located. English that appear beside the native language has a purpose to give a translation. English also can be used to symbolize foreign taste in the area.

Linguistic landscape is where the languages in public space is symbolically placed (Ben-Rafael et al., 2006). The languages is not merely written with no meaning, it has written with the purpose. For the example, the road signs have a purpose to guide the people to the correct way. Another example found as a slogan of the shop. It has a purpose to attract the consumers. It is how the language works for the people.

#### 2.2 Advertisement Language

Advertisement is a kind of visible commercial such as images, words, video or sound designed to sell and promote the product and service. Language is play a big role for advertising, language an influenced the people to do a thing, for advertisement itself, language can be use to urge the people to buy a product.

Based on Stan Rapp and Tom Collins (1955) the language of advertisement must consist of information. the information that appear in the advertising signs must be short, clear and appropriate. It is must be clear and not too long, the language have to explain everything related to the product or the service being offered. It must be appropriate and it does not contain of pornography or violence words. The words used for advertising signs also persuasive, it means the chosen words for advertising sign can influence the people or the consumers. Persuasion is an umbrella term of "influence"; in the sense that, persuasion can effort to influence an individual's "beliefs, attitudes, intentions, motivations, or behaviors" (Oyeleye, 1997).

According to Tsany, Fahmi IIlmi (2016) Advertising signs contain of any information about the product or service being offered, many of them are using pronoun and non-pronoun on their advertisement. The use of pronoun in advertisement signs also has its own meaning: The first person singular 'I' – usually the pronoun 'I' have written to refer the consumer itself or to make text of the advertising signs sounds personally to us. Example:

- a. "I'm Lovin' It." Official slogan of Mc Donald
- b. "Because I'm Worth It" Official slogan of L'Oreal

The first person plural 'We' – the word 'We' that appear as advertising signs commonly refer to the company.

#### Example:

- a. "We Throw in Extra Parts Just to Mess With You." Official slogan of Ikea
- b. "We Try Harder" Official slogan of Avis.

The third person narrator 'He', 'She', 'It', 'They' or 'no pronoun' it is 'an observer' of events, telling us about actions or product

- a. "Ladies Play to Win." Official slogan of Keds
- b. "It Starts With You." Official slogan of Nivea

In addition, the appearance of the written language in advertising signs, the picture that found on advertising signs also has meaning. Through the picture, it helps to add more information about the goods, group, or service offered.

#### 2.3 Bilingualism and Globalization

Bilingualism is an ability to speak more than one language (Spolsky, 1998) it is becoming a social phenomenon that influenced by globalization and cultural openness. Multilingualism and globalization cannot be separated, globalization is one of the process how the individual or community learn about another culture from another country, especially the language.

Defining about globalization itself, it is not a straightforward task. Firstly, it should be acknowledged that the term is used to account for a wide range of phenomena and therefore runs the risk of becoming "vague and elusive" (Eriksen, T., 2007)

Leung & Hendley (2009), technological change is the "driving force of globalization" Technology, (e.g. cellular phones, television, the internet, online banking and e-commerce) allows for both space and time to be crossed in ways that have not previously been possible. With a large portion of the world's population having access to such technology, it is then to be expected that, for many day, life takes place outside of the boundaries of physically-bounded space and time. Leung & Hendley's (2009) state that the nation-state has become destabilized and delegitimized through globalization. While this should not necessarily be taken as a hard fact, Pennycook (2011), quoted patterns of human migration through globalization are complex. However, no longer demands a complete disconnect from one's home country. It is possible by using technology, for example, that

transnationalism has become more common place. Within the physically constrained context of a nation-state it becomes difficult to ascribe certain, defining features to a population.

#### 2.4 Language in Surabaya

Surabaya is one of biggest city in Indonesia., it located on north-eastern Java. According to web of World Population Review, as of the 2010 census multilingualism. so, they are able to speak more than one language. As a part of Indonesia, Surabaya people must be able to speak Indonesian language. Indonesian language is the official language of Indonesia and it became lingua franca to unity Indonesian people from different ethnic. According to Winiartie (2014) most of citizen in Surabaya are Javanese, It is about 83,68% from all population are from Javanese ethnic, in the second and third positions are Madurese 7,5% and Chinese 7,25%.

Although the first language in Indonesia is Indonesian language but most of Surabaya people used Javanese language in their daily activity. Some are speaking with non-javanese language such as Chinese, Madurese, English or Indonesia. a globalization that happen in the whole world and especially in Surabaya let the people of Surabaya learn some languages from another county such as English, Javanese and Chinese, for English itself, it is became important because it has been used for global.

One of the reasons why English become familiar is because the marketing place. Many local and international big brands uses the English in their name brands,

logo, slogan another advertisement tools. There are a huge number of international brands in Indonesia. In Surabaya itself, many shop owners decide to used English rather than Indonesia and Javanese as their advertisement tool.



#### **CHAPTER III**

#### RESEARCH METHODOLOGY

In this chapter, the researcher discusses about the research methodology, it is divided into five parts. They are research design, instruments, data source, data, the techniques of data collection, and data analysis.

#### 3.1 Research Design

In this study the researcher used quali-quantitative approach. In analyzing this topic, the researcher applies qualitative research particularly to compare the language used in the collected data. The data have found in shop's advertising sign in selected sample areas.

Quantitative approaches are the methods that dealing with numbers and anything that is measurable in systematic way of investigation of the phenomena and their relationship. (Leedy, 1998). Quantitative approach needed to calculate the data that found, the approach also needed to find the percentage of each data.

Qualitative approaches are the research methods which the data itself are words or pictures. Qualitative procedures rely on text and image data, it has special step to analysis, and draw on various strategies of investigation (Moleong, 2000). From the data, the researcher has analyzed the kinds of languages used on the shop's advertising signs and how the languages displayed on advertising signs. A qualitative study is appropriate for the presents study to explain what the researcher have found,

the object of this study are from the shop's advertising signs in shopping mall and traditional market in Surabaya. Both the approaches were needed to answer all of the three research problems.

#### 3.2 Instrument

The present study were using two instruments, those are observation and interviews. The observation used to answer the research question number one and two. The human investigator is the primary instrument for the gathering and analyzing of data. In this research, the researcher are the main instrument. The researcher collected and analyzed the data by observation. The researcher collected and selected the data from shop's advertising signs in Tunjungan Plaza 3 and Darmo Trade Centre Traditional Market. The data that researcher collected are signage, banners, billboards, murals, stall boards, digital or electronic display. The researcher will take a photo of the data during the observation.

During the observation, the researcher did interview to the respondents. It conducted with five informants. The informants is the person who knows the reason behind the language displayed as the advertisement tools, the informants could be the owner, or the employee of the shops.

The information found during interview were needed to provide greater depth of understanding of the motivations behind the language choices in the ads, During the interviews, the voice recorder application from Xiaomi Smartphone were used to record while interviewing. The informants for the shops have given questions about

language displayed as the advertising tools. Then, the researcher have transcript the data from the recorder on the paper.

#### 3.3 Data and Data Sources

There are two main data of this study. first are words and phrases that found in shop's advertising signs during observation. Those are everything that written for purpose of marketing such as everything that written on the board, signage, banner, poster, billboard, digital video or graffiti. The areas that the researcher have observed are Tunjungan Plaza 3 and Darmo Trade Center Tradional Market.

The next data are the transcription of words from the shop's owner, informants, or the employee' opinion during interview. It is about the statements from the informants about the purposes of why they used a certain languages as the advertisement tools in both two areas. The researcher have interviewed six respondents.

There were four informants from the shop or stall in Tunjungan Plaza 3 that willing to be interviewed by the researcher, those are; Ms. Lusi from Warung Cobek, Mr. Antonny from Chubby Chickhen Fillet, Ms. Nia from TakoChiro and Ms.Sari from Karage Kun. In DTC Traditional Market, The researcher have succeed to collect the data from two respondents, those are; Ms. Ika from Farika Shop and Ms. Siti from Pojok Jaya Shop.

The researcher has chosen the respondents based on the differences of the languages that appear on the advertising signs on their shops. There are the

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 12<sup>th</sup> 2018, the researcher has visited Tunjungan Plaza 3 for observation. Tuesday, November 13<sup>th</sup>2018, 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:

- 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 12<sup>th</sup> 2018 then the researcher
  moved to DTC Traditional Market on the next day on Tuesday
  November 13<sup>th</sup> 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 28<sup>th</sup> 2018 and the second interview was in DTC Traditional Market on Friday, November 30<sup>th</sup> 2018. The steps of interview were:

- 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 28<sup>th</sup> 2018, the two days after, the researcher visited DTC Traditional Market on Friday, November 30<sup>th</sup> 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 Antonny 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 asthe 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 28<sup>th</sup> 2018 and has been done at Tunjungan Plaza. On November 30<sup>th</sup> 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

- the owner of Farika Shop. Then, the researcher interviewed Ms. Siti as the owner of Pojok Jaya Shop.
- 3. The researcher said greeting to the informants and introduced the researcher himself to the informants.
- 4. The researcher asked permission politely to the informants of the shops and asked them for interview.
- 5. The researcher explained the purpose of the research to the informants and told them about what are interview's questions.
- 6. The researcher asked permission to recorded everything during interview with the informants, the researcher have recorded all the interview session with sound's recorder application from Xiaomi's smartphone. The researcher also made a quick note during the interview.
- 7. The researcher gave the informants the questions about the languages used as advertising signs and the designs of the advertising signs on their shops.
- 8. The researcher said thank you to the informants for the time.
- 9. The researcher transcript the data from the interview session that had been recorded before on the papers.

#### 3.4 Data Analysis

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

- 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.
- 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.

			Lan <mark>gu</mark> age			
Place	English	Indonesia	Eng <mark>lis</mark> h-	English-	English-	Percentage
			Indonesia	Chinese	Japanese	
Tunjungan	%	%	%	%	%	100%
Plaza 3	-					
DTC	%	%	%	%	%	100%
Traditional						
Market						

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

percentage of the languages that found as advertising signs in Tunjungan Plaza and DTC Traditional Market.

3. The researcher used the formula used to find the percentage of the data on the table. The researcher has calculated the number of language that appear with the total languages appearance in the area with the formula below.

$$x = \frac{y \text{ (a number of advertising sign that uses a language)}}{z \text{ (number of all of the shop's advertising signs)}} \times 100$$

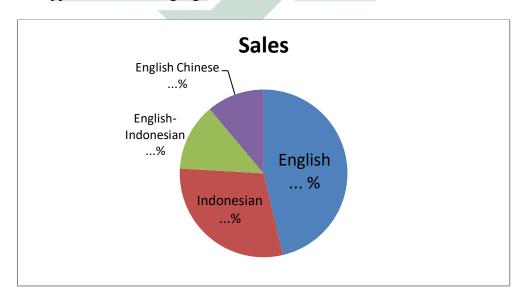
$$x = 100\%$$

x =the result

y = a number of shop's advertising signs that uses a language

z = number of all the advertising signs

4. The researcher also used pie chart to present the percentage of languages that appear as advertising signs in each areas.



- 5. After the researcher find the percentage of the language that found as advertising signs in the two areas, the researcher described in which way the language displayed on the signs. It is to answer the research question number two.
- 6. Last, the researcher put the important information from the interview's transcription wit the shop's owner, informants, or the employee' of the shop. It needed to show the shop owners' reason about using the certain language.

#### **CHAPTER IV**

#### FINDING AND DISCUSSION

This chapter is about finding and discussion, It focuses to identify and discuss about the data and answer the three research questions, those are; what are languages represent on advertising signs in shopping mall and traditional street in Surabaya, how are the languages displayed, and the shop owner's reason of choosing that kinds of languages.

#### 4. 1 Findings

This part shows the data that are found. The data are from observation in shopping mall and traditional market in Surabaya, next are collected from interview with the shop owner in both areas. In this part, the researcher shows the Linguistic landscape in shopping mall and traditional market, strategies advertising in displaying language, and the reason of why use those kind language.

# 4.1.1 : Linguistic Landscape in Tunjungan Plaza 3 and DTC Traditional Market

The researcher have found that the languages used as advertising signs in Tunjungan Plaza 3 and DTC Traditional Market are clearly different each other. To show the percentages of the data on both areas, the researcher has made a table in order to make the reader understand about the percentage of the languages found as advertising signs in Tunjungan Plaza 3 and DTC Traditional Market.

Table 1: The Languages Represent as Advertising Signs in Shopping Mall and Traditional Market in Surabaya

			Language				
Place	English	Indonesia	Englih-	English-	English-	Percentage	Total
			Indonesia	Chinese	Japanese		
Tunjungan	74%	7%	5%	7%	5%	100%	54
Plaza 3		1	. A				
DTC	15%	74%	11%	0%	0%	100%	27
Traditional							
Market							

The table above shows the differences of languages used as advertising signs in shopping mall and Traditional market are clearly different. The researcher found 81 data in both areas. From table 1 above, we know that English is more dominant in Tunjungan Plaza 3 and Indonesia is dominant in Traditional market.

Tunjungan Plaza is a modern shopping place, many international brands place their shop in there, the other side with a cinema, café, and some interesting places inside the building, Tunjungan Plaza become one of the tourist destinations in Surabaya. English become the language that commonly appears as advertising signs in shopping mall. It is far from the second position, Indonesian. 74% of the

advertising signs found by the researcher are using English rather than the other languages. As the official language in Indonesia, The Indonesian language is only used by 7% of the shop's owners. In Tunjungan Plaza 3, the researcher also found the combination of two languages, there are; English-Indonesia, English-Chinese, and English-Japanese. The percentage of the shop signs that used English-Chinese are as same as the used of Indonesian language as the advertising signs. There are 7% of the advertising signs are using the combination of English and Chinese on their advertising signs. Next is English-Indonesian language combination, the number of the advertising signs used the combination of this language are not higher than those that used English-Chinese, the researcher only found 5% from the total languages found as advertising signs. The percentage of English-Indonesian is as same as the used of English-Japanese.

In the other side, DTC Traditional Market is always full with the visitors, the reason of why DTC Traditional Market crowed because it is easy to find good stuff with cheap price here, many shops and stalls in traditional market are operated by family business. The most language used as advertising signs in DTC Traditional Market is Indonesia. About 74% of the advertising signs are using Indonesian language. The second position is English, about 15% of advertising signs are written in English, it clearly different from what the researcher found in Tunjungan Plaza. last is English-Indonesia, the use of the two languages combination also appears in DTC Traditional Market, about 5% of the advertising signs are written in English and Indonesian language.

#### 4.1.1.2 Linguistic Landscape in Tunjungan Plaza 3



Figure 1: The Examples of Advertising Signs in Tunjungan Plaza 3

There are 54 advertising signs collected from Tunjungan Plaza 3 building. The researcher found some foreign languages used as advertising signs such as Japanese and Chinese language. The researcher also found some foreign languages appear as the advertising signs. The foreign languages that appear are Chinese and Japanese.

English is used as advertising signs dominantly rather than the other languages. About 85% of the English language is displayed on the banner, billboard, poster, graffiti, and digital signs. It shows the domination of English in shopping mall over the other language. from the 54 advertising signs the researcher have found on shopping mall, forty of them are written in English, four signs are written in Indonesian, three signs are written in English-Indonesian, four signs are written in

English-Chinese, and three advertising signs are written in English-Japanese. the languages that appear can be seen on the pie chart below.

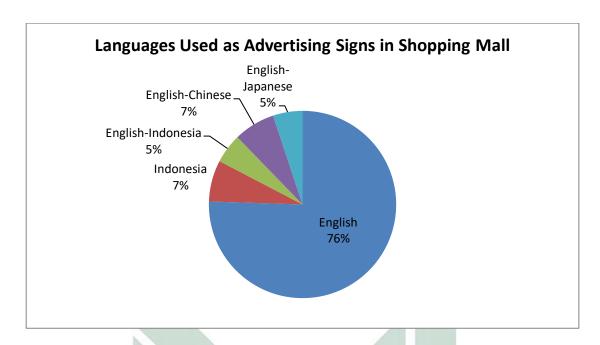


Figure 2: Languages Used as Advertising Signs in Shopping Mall

The Figure 2 shows that English becomes the most languages appear on Tunjungan Plaza, there are no languages that can stand by their own as the advertising signs except Indonesia. All of the foreign languages that appear as the shop signs such as Chinese and Japanese are following by English text. It shows that English plays it role as the international language and the language that commonly used by the people around the world.

# 4.1.2 Linguistic Landscape in DTC Traditional Market



Figure 3: The Examples of Advertising signs in DTC Traditional Market

There are 27 photos of advertising signs are collected from DTC Traditional Market. It is harder to find the data because most of the shops do not display anything for advertising signs. Most of the shops in DTC Traditional Market are only displaying the name of the shop, rather than add some extra words for slogan of motto. Some of the shops in this building also have no advertising signs including the name of the shops or the advertising signs. Although it is hard to find the advertising signs on DTC Traditional Market, but the researcher have found the signs that used the certain languages as advertising signs.

About 27 signs the researcher have been collected, twenty advertising signs on DTC Traditional Market are written in Indonesian, four signs are using English and three of the advertising signs found are using the combination of English and

Indonesian. The percentage of the language appear as advertising signs in DTC Traditional Market can be seen on the Figure 4 below.

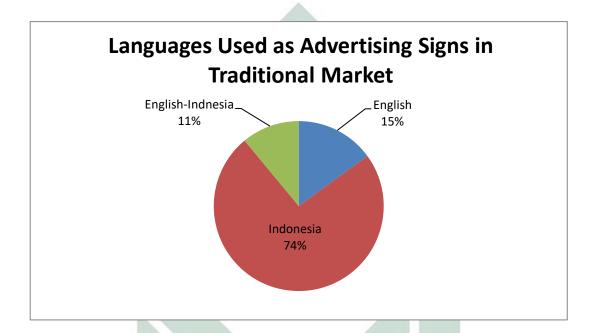


Figure 4: Languages Used as Advertising Signs in Traditional Market

From the pie chart on Figure 4 above, it shows that the most language used as advertising signs in traditional market is Indonesia. It cannot be separated from the fact that Indonesian is become the official language of the country. Most of the visitors in DTC Traditional Market are able to speak Indonesian. Next is English, the appearance of English in DTC Traditional Market is low, only 15% of them using English as advertising signs. In this building, the researcher cannot find another combination of two or more languages except English-Indonesian.

#### 4.1.2 Strategies Advertising in Displaying Languages

This part shows the strategy of the shop owner to display the language as the advertising signs in their shop and their reason. From the collected data during the observation, it found that many shop owner use different style for advertising. It described the differences between the design, color, image, and text. To make it clear, the researcher do interviews with some shop's owner in Tunjungan Plaza 3 and DTC Traditional Market. Interview is so necessary for digging an information about shop owner's strategy to display a certain of text as advertising signs. those are; design, colour, and images.

# **4.1.2.1 Design**

To attract the consumers, the shop's owner have to think about placing some advertising signs in their store, a good advertisement will not only attract customers to come by, but it also beautify the store. During the observation in shopping mall and traditional market in Surabaya, the researcher found that each shops have different styles for advertising.

#### A. Conventional Sign Board

According to albertasignrentals.com (2017), conventional sign boards is a simple 2D sheet and some paint. So, the conventional board is usually written or printed in a board, paper or banner.



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 Exampes 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

Plaza 3. The researcher only find one reason for using 3-D signs. That is interesting to see. One of the shop that used 3-D signs board is Chubby Chicken Fillet. Antonny, as the owner of the shop explain that it is one of interesting display.

"the emerged one, it is for attract, it make our products look attracting"(1)

From Antony's explanation, we know that 3-D signs board is has good looking, the shape of the board can be in difficult pattern. In some of 3-D signs, there is a lamp in it, it will make the board look shiny and interesting. It is not like a board with a lamp, but it is look like a unique lamp with unique shape.

#### C. Boxed Sign Board



Figure 7: The Examples of Boxed Sign Boards in Tunjungan Plaza

Boxed sign board according to albertasignrentals.com (2017),it is a board signs with a lamp on it. So, when the lamp is on, it will shine the board. It is like the combination with conventional sign board and 3-D signs board, it is only like a board

with rectangle shape as conventional sign board, but it is shining like 3-D sign board. Chubby Chicken Fillet also has this kind of advertising signs in their stall. The reason of why the shop's owner use this kid of advertising sign is because it is easily visible.

Interviewer: How about this one sir? the one that has a lamp?(pointing at boxed

signs board on the informant's shop)

Interviewee: the one that has a lamp? Well, actually it is same (as 3-D boxed

signs) it for attract the consumers for eating here. (1)

It explains that, the lamp has a great effect, it will easier for everyone to read something displayed on the board. When the area of the shop is too dark, it is still fine, the sign is still readable because it has its own light.

# D. Sticker Cutting

Sticker cutting now is became one of advertising style. It is usually made from paper, plastic, or vinyl. Sticker has a sticky side, it will make the sticker adhere onto something. Such as the glass, wood, wall or stalls.



Figure 7: The Example Of Sticker Cutting For Advertising Signs In Shopping Mall And Traditional Market.

For the advertising purposes, sticker usually printed with the brand's logo or slogan. The characteristic of the sticker itself that easy to stick in any object can be placed on an uneven object. In both areas. The characteristic of stickers are elastic and sticky, it fit in any spot, for the example is on the Pojok Jaya's shop, the stickers stuck neatly over the board. We can found sticker cutting as the advertising signs, from the Figure 7 above, it shows that sticker cutting can be placed in any places, such as the window, the stall, and the board. There are the reasons that the researcher has been collected from the shop's owner of Pojok Jaya about the use sticker cutting as a medium for advertisement. Those are simple and economical.

Ms. Siti as the owner of Pojok Jaya's shop explains the reasons about advertising tools on her shop. The advertising sign in her shop is made by her husband from a plain sticker, her husband cut the sticker into a word form and place it in a board by his own. Therefore, they don't need to spend more money for advertisement.

"it is economical, it is made by my husband, it is from the used whiteboard and sticker, the point is, it is visible." (6)

The Pojok Jaya's shop advertisement signs is made from a used white board and the sticker. It shows that advertisement can be done with something that found around us, the point is it still readable for the consumers.

### 4.1.2.2. Colour

Colour is one of significant element in advertising. It is really important to choose the colour very carefully, The use of colours are important in advertisement, it

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

messages. A red background with the white headline in Magnolia's ad in figure..., it can make a special sale or promotion really jump. There are the reasons from the shop's owner about using that kind of colors.

#### 1. Red in Chinese Belief Means Luck

Some of the shop owners has decorate their shop with a philosophy. During the interview with Anthony as the owner of Chubby Chicken Fillet in Tunjungan Plaza 3, he said that.

Interviewee: oh, the red color, do you know "Ong"?

Interviewer: "Ong"? what it is

Interviewee: "Ong" is a belief of lucky colour in China, ,there are red and

gold, it is for luck.

The word "ong" in Chinese belief is lucky or fortunate, as he choose red color on his stall, he wished that luck would always be with him. The choice of color by Antony is full with philosophy, not just became the identity of the brand, but there are messages and hopes from the owner.

# 2. Eye Catching

Choosing the different colors from the surrounding areas is a good strategy, the color can make the advertisement really jump. The chosen color can be adapt for advertisement, as the explanation from ms Nia as the employee of Tako Chiro "use a red color to make it catching"(3). The choosing a color that contrary different from surrounding areas can be seen easily by everyone, such as emergency exit in the

cinema that written in strong red color, the purpose is to help everyone to escape during an emergency situation.

# **B.** Light Background with Strong Text



Figure 9: The Examples of Light Colour Background and Strong Text on advertising signs in Tunjungan Plaza 3 and DTC Traditional Market.

The used of white background and dark color text also found in shopping mall and traditional market in Surabaya. This combination also found in our everyday use, for example in business correspondence, books and newspapers. The researcher have found one reasons from shop's owner about using that kind of color combination, That is no repainting.

"Why do I have to repaint it again? I choose The sticker has the (contrast) color." (6)

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 advertisings signs with the pictures of products or services being sold from the shop, The text of the

advertising signs above is used to explain about the image, it could be the name of the product, the price or something to attract the viewer. There is some reason about placing some images on advertising sings in advertising signs, first, to inform the consumers about the product or service being sold. Second, Images represent the product identity.

#### 1. Inform the Consumers About the Product

In reality, the most important function of an image in advertising is to inform the consumers about the product or service being sold, or to create brand awareness by showing the product directly to the consumers. According to Ms. Lusi as the owner of Sambel Cobek in Tunjungan Plaza

"to make the costumers understand about our menu, and there is the picture of the food." (2)

She said that the images of the food will make the consumers understand about what kind of food she want to sell. it is necessary for the owners of restaurants or food stalls to place the pictures of the food, the photo of the foods they want to sell will make the consumers

#### 2. Represent The Product Identity

The pictures in advertising signs are also represent the identity of the product, "the octopus logo is because the food is made from octopus (3)", from the interview with the informant from TakoChiro stall, the logo of octopus is added on their advertising signs because the food that they sell are made from octopus.

#### 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.

#### A. English in Shopping Mall



Figure 12: The Appearances of English as Advertising Signs on Shopping mall in Surabaya

English become the most dominant language that used in shopping mall in Surabaya, total 40 advertising signs using English as advertising signs. The researcher has predicted the appearance of English in Tunjungan Plaza 3because the function of English is international language, there are two reason from the informant of the shop about the use of English as advertising signs, those are; English as Lingua Franca and English to identify the Brands are from Another Country.

#### 1. English as Lingua Franca

English has been spoken in many different country all over the world. nowadays, English is the lingua franca, English can be a bridge from people from

different country to speak each other. In fact, the visitor of Tunjungan Plaza is not only from Indonesia, many people from different country who are unable to speak Indonesian come to Tunjungan Plaza for shopping, hang out, or doing a business. It is related to Ms. Nia explaination as the informant from Takoyaki stall in Tunjungan Plaza 3. "for English slogan, because there are not only Indonesian people that come to this place, many of them are from different country" English is necessary because Tunjungan Plaza is become one of tourist destinations in Surabaya.

# 2. English to Identify the Brands are from Another Country

English is not only as lingua franca, but English commonly used in media, internet, science, and advertisement. the owner of shops or stalls in tunjungan Plaza decide to use English as advertising signs to inform the costumers that their brands are international brands.

According to the interview with Anthonny as the owner of Chubby Chikhen Fillet, he said that "Because the product itself is from different country." the advertising signs are written in English because English is international language. the fact, there are a lot of international brands from a big company place their product in Tunjungan Plaza such as Gucci, Lacoste, Vans etc. those big brands has already have their own slogan in English, such as Vans Brand's slogan "Off The Wall" that famous not only in Indonesia.

#### **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

shop are fully using Indonesian language. by using Indonesian the owner does not have to translate the menu into another language. Indonesian language as advertising sign in this shop has become the identity of where the shop is came from.

# 2. Indonesian-Speaker is Majority

The use of Indonesian is not always indicates where the brand come from, but the location of where the brand is located. Some owner of the shop decide to use Indonesia because they place their brand in Indonesia and Indonesian language is the first language in the country. Ms. Lusi explains about the use of Bahasa on their stall.

"....most of people here are able to speak Indonesia, and to make the consumers understood about the menu, so we use Indonesia." (2)

It indicates that the target of the advertising signs in Ms Lusi's shop is Indonesian people or those who is understand about Indonesian language. Although the visitor in Tunjungan Plaza are not always come from Indonesia, but most of them are understand Indonesian language. One thing that makes Indonesian languages famous is because the location of the sign itself is in Indonesia while the national language of Indonesia is Bahasa,.

# C. English-Indonesian in Shopping mall



Figure 14: The appearance of English-Indonesia Language as Advertising Signs on Shopping Mall in Surabaya

The combination of two languages appears in Tunjungan Plaza 3, English-Indonesia is one of bilingual languages that is used as advertising sign. The researcher only found 3 signage from the shops or stalls in Tunjungan plaza during observation. There is only one reason about the use of English-Indonesian as advertising signs, that is Indonesia are the languages that commonly used in the area.

Interviewer: Why do the shop decide to use those language?"

Interviewee: well, it is in Indonesia, we have to make Indonesian Language to make it understandable....

*P* : how about the English?...

N: it is the product's slogan, .. because it is from another country (4)

From the explanation above, we can conclude that although the brand is from another country, the company needs to give a bit of language used by the most people

in the area to appear as advertising signs. On Karage kun slogan, the owner decide to use English as the slogan "Japanese style crispy chicken" and Indonesian language is used to explain the promo. This kinds of advertising is really helping, the consumer who unable to speak Indonesian language can easily understand about the product by reading the shop's slogan.

# D. English-Chinese in Shopping Mall



Figure 15: The Appearance of English-Chinese Language as Advertising Signs on Shopping Mall and Traditional Market in Surabaya

Chinese people are minority in Indonesia, but there are a lot of Chinese people who develop their business in Indonesia. the amount of Chinese people who are open their business in Indonesia are also increasing the spread of Chinese language. some of brands are adopted from Chinese vocabulary such as; *Huawei, Wuling, Changhong*, etc. in Tunjungan Plaza, it is easy to find some shop that use Chinese

vocabulary and alphabet, but all of the shops or stalls are not fully written in Chinese, the owner also add English vocabularies at their shops and stalls. the researcher found 4 advertising signs in the area of Tunjungan Plaza 3 that written in English and Chinese, one main reason of using English-Chinese are because the origin of the brand itself. Antony explains "...because the brand is from china, .. (1) the Chinese language is indicates where is the brand come from, Chubby Chicken Fillet Brand is one of Chinese brands that placed their stall in Indonesia, and he decides to let the slogan written in Chinese alphabet. The English is needed because not everyone in the mall able to read Chinese alphabet.

# E. English-Japanese in Shopping Mall

The spread of Japanese vocabulary in Indonesia is not quite different with Chinese. As we know in our daily life, there are a lot of Japanese product in Indonesia, there are a lot of Japanese brands such in automotive, electronics and foods. in Tunjungan Plaza, we can find some advertising signs in Japanese language. the researcher found 3 advertising signs that written in Japanese and English, One of them is Tako Chiro, during the interview with the informant of Tako Chiro's stall, the researcher find two main reason about the use of Japanese as advertising sign in Tunjungan Plaza, that is; to tell the origin of the food. Ms. Nia as the informant of the shop says that "We use Japanese because the food is from Japan (2)", Tako Chiro's serves Japanese Traditional food's Takoyaki, Japanese languages in Tako Chiro's signage indicates where the food come from.

#### F. English in Traditional Market



Figure 16: The appearance of English as Advertising Signs on Traditional Market in Surabaya

English in DTC Traditional Market is not as many as the researcher found in Tunjungan Plaza, there are no more than 4 shop's owner that decide to use English as advertising signs. Its different from what the researcher found in Tunjungan Plaza, the one aspect that affect the low use of English is because there is no big company that placed their shop in here, all of the areas in DTC Traditional Market are fully filed with family's business. However, the researcher have fo und some shops that using English as advertising signs, there is a reasons from the shop owner about using English as advertising signs, that is the target is the teenagers. The Owner of Farika's shop explains that "we sell accessories for teenagers, it makes cool (1)". English in Indonesian is identical with globalization, because English is used in many country around the world. In Indonesia, English has been taught since elementary, it is became one of big cause English is familiar for young people. Farika's shop decide to

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

Traditional Market, he says "the languages is commonly used in here" (6), the researcher can speculate that the shop's owner decide to use Indonesia because the location of the building is in Indonesia and most of the visitor of DTC Traditional Market are able to speak Indonesian. By displaying Indonesian language as advertising signs can easily understandably by the consumers. The fact that the building is not a tourist destination in Surabaya. so English is not necessary. Indonesian Language also became the lingua franca for those people who came from different region in Indonesia.

#### H. English-Indonesia in Traditional Market



Figure 18: The Appearance of English-Indonesian as Advertising Signs on Traditional Market on Surabaya

Bilingual language is also appear in DTC Traditional Market, different from what the researcher have found in Tunjungan Plaza, the researcher only find the combination of English-Indonesian as advertising signs, there are only 3 shops in the building that display English-Indonesia as advertising signs, one of them is from Pojok Jaya's shop. From the interview with the owner of Pojok Jaya' shop, the researcher have found one reason about the use of English-Indonesian combination. That is English words are familiar than Indonesia. "those words is familiar for the costumers". for information, Indonesian vocabularies are so limited, some Indonesian vocabularies are borrowing from another language especially from English. For example the words "Gim", "Televisi", and "Komputer" are Indonesian vocabularies that borrowing from English words "Game", "Television", and "Compute"r. In Pojok Jaya's shop, the owner decide to use Indonesian with the combination from English words. The English vocabularies that appear in the shop's advertisements are "Jeans" and "T-Shirt". From the owner explanation those words are familiar from the readers, those words are commonly used by everyone.

#### 4.2 Discussion

In this part, the researcher discusses the finding of the data analysis. from the two areas of observation, the researcher have found 81 advertising signs in each areas, Tunjungan Plaza is the place that use the most advertising signs. English is more popular than other languages in Tunjungan Plaza, it is easy to find English in the building, many shops and stalls in Tunjungan Plaza are displaying English on their advertising signs. This phenomena is related to Backhaus (2007), he states that English seems to be the most dominant language that commonly used in a aspect of tourism, fashion, and technology. All the three aspects mentioned by Backhaus are found in Tunjungan Plaza.

Tunjungan Plaza is one of tourist destination and one of central shopping in Surabaya, there a some reason about why English is more popular than another language in Tunjungan Plaza. the researcher found that the visitors are not only from Indonesia, this place is also visited by people from another country and some of them are unable to speak Indonesian. This is how the shop's owner look the situation, the owner of the shop decide to use English to make it understandably not only by the foreign but also for Indonesian people. English vocabularies on their advertising signs is also become the lingua franca for the visitors that unable to speak Indonesian. Another reason is there are many international brands in Tunjungan Plaza. some brands are have their iconic slogan such as Nike's brand slogan in Tunjungan Plaza "Just Do It". The company is still let the slogan written in English instead change it into Indonesian.

Although English is dominant in Tunjungan Plaza but it is clearly different in the DTC Traditional Market, Indonesian languages in traditional market is the most dominant than other. About 74% of the advertising signs in the building are written in Indonesian. DTC Traditional Market is not one of tourist destination for foreign people, the building is a place for family business to develop their business. English is not necessary in Traditional Market because the visitor are mostly from Indonesian. While English is also the lingua franca in Tunjunagn Plaza, Indonesian take the role to be lingua franca in Traditional Market. Most of the visitor are Indonesian, but they are come from different regions in Indonesia, each region in Indonesia are have their

own traditional language they are used in their daily activities. Such in Java with Javanese Language and Madura with Maduranese.

This phenomena is related to Huebner research (2006). On his research about "Bangkok's linguistic landscapes: Environmental print, codemixing and language change. International Journal of Multilingualism". Heuber compared the linguistic landscape on fifteen neighbourhood in Bangkok. The findings of Heubner's research are relevan with the present study. English in Bangkok are dominant in any aspect, it can cause a new mixing language or called a Hybrid Language. one of the example of Hybrid Language that he found is Thai-Engllish Language. The Hybrid Language is also found in the present research, the researcher has been found some combination of two languages such as English-Indonesia, English-Chinese or English-Japanese.

However, because most of the sellers and the buyers in traditional market are Indonesian, the number of the other languages appearance are low. The researcher only found English-Indonesian combination use as advertising signs, it is clearly different from what the researcher found in Tunjungan Plaza. In shopping mall, there are some advertising signs, signage, poster or graffiti that consist of Chinese or Japanese vocabularies, the use of Chinese itself in Tunjungan Plaza is equal with Indonesian language, it shows that there are so many brands from Chinese in shopping mall, the appearance of Chinese and Japanese are must be following by English words.

Related to the design, the most of advertising signs that found in shopping mall are more variety. We can found the types of advertising signs have never be

found in traditional market yet, such as 3-D signs box, and boxed sign board. The owners of the shops in shopping mall have pay attention more about how to advertise their products rather than the owners of the shops in traditional market. In the other side, the advertising signs are not necessary by the owners of the shops in traditional market. It can be proved from the data that have been collected from the researcher. The researcher has found that a lot of the shops are using written text by a marker on a paper for advertising signs. Some are not have any advertising signs on their shops. The point is the visitors can see the seller's product easily. It is not a big problem from the shops that have no advertising signs, the visitors still able to see what the store selling by looking the product on the shops. It can be speculated that advertising signs in traditional market are not necessary, the low number of advertising signs on a non-tourist destination is related to Rafsanjani, R. (2017) research. He analyzed about the languages used on food stall and restaurant's brand slogan in shopping mall and local street in Surabaya. The result is Rafsanjani has only found 7 slogans on local street in Surabaya. It is shows that, advertising tools such as signs, slogan, or poster are not really necessary on non-tourist destination area.

For conclusion, English is more popular to use as advertising signs in shopping mall although the mall is located in Indonesia. The factor that Tunjungan Plaza is one of tourist destination for foreign people is must be the reason of English so dominant in this place. Tunjungan plaza is also place for other foreign languages such as Chinese and Japanese, there are some shops or stall displays those languages

as advertising signs. While Indonesian is dominant in Traditional Market, In fact that the areas are only consist of local shop. English and Indonesia is become the lingua franca at the same time, English is a bridge for the people that come from different country, while Indonesian is as bridge for the people that come from different region in Indonesia.

In addition, comparing with the other researches done before, the present study has different focus and object from the past study. The present research only focuses on the languages that used as advertising signs in shopping mall and traditional market in Surabaya, the things that make the present study different from the other are, the researcher also using interview method to collect the data, it can makes the result more complete. In the other side, the researcher has chosen shopping mall and traditional market in Surabaya. There are only few linguistic landscape research in Surabaya, especially in shopping mall and traditional market.

#### **CHAPTER V**

#### CONCLUSION AND SUGGESTION

This chapter is about conclusion and discussion. The researcher explains the result of the present research and gives some suggestion for the future research.

#### **5.1 Conclusion**

The present study is about linguistic landscape on shopping mall and traditional market in Surabaya, it focuses to analyze about the languages that appear as advertising signs in the both areas. The data were taken from observation and interview. The data from the observation are languages that appear as advertising signs such as banner, poster, graffiti, signage or any visual display. From the interview, the researcher has collected the data from the shop's informants opinion about the use of certain languages as advertising signs.

The researcher has found five different languages used as advertising signs, those are English, Indonesian language, English-Indonesia, English-Chinese, and English-Japanese. English and Indonesia become the most languages that appear in the both areas. English become the most language used as advertising signs on shopping mall in Surabaya while Indonesian language become the most language used as advertising signs on traditional market in Surabaya.

The present study uses Scollon and Scollon-Wong (2003) theory, languages on a signs in the public areas are in accordance with the language used by the people

(geopolitical location) and some are used certain languages that are not related to the place where they are located (socio cultural association).

The researcher has collected and took a photo of 81 advertising signs in each areas by the observation. about 54 of advertising signs are taken from Tunjungan Plaza 3 and 27 of them are taken from DTC Traditional Market. The advertising signs found in both areas appear with various designs and colors.

The languages come up as advertising signs on a shops also have the purpose, for that, the researcher have interviewed the shop's owners in each areas about the use of languages. the researcher conclude that the appearances of a language is based on the location of where the advertising sign is located and the origin of the product.

# **5.2 Suggestion**

Based on the scope and limitation on the study, there are some suggestion from the researcher to the further research especially that related to linguistic landscape, and hoped the further research can close the holes of this study. Because the areas of the study are in shopping mall and traditional market in Surabaya. The further research can take the data from another public space such as tourist destination areas or non-tourist destination areas. The further researcher also can analyze the languages appear as advertising signs on another city that has different background from Surabaya.

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