THE BILINGUALISM IN ROAD SIGN, FROM THE PERSPECTIVE OF THE LINGUISTIC LANDSCAPE

Thesis

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Hereby I declare that my thesis under the title "THE BILINGUALISM IN ROAD SIGN, FROM THE PERSPECTIVE OF THE LINGUISTIC LANDSCAPE" is as my original work has done. The thesis is submitted as partial fulfillment 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 best of my knowledge and ability that I have. 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 16th 2019

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ABSTRACT

Ardhana, Adam. 2019. *The Bilingualism In Road Sign: From The Perspective Of The Linguistic Landscape.* Thesis. English Department. Faculty of Letters and Humanities. The State Islamic University of Sunan Ampel Surabaya.

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Every day we travelled into office, school, and university thru the highway. Highways are the main roads that connect one place to another. The main road is used by pedestrian, vehicles, and its use is regulated by law from transportation department. Every road has a road sign at the side or above roads to give the instruction of road users but in Surabaya it has different road sign because it uses bilingual language and different color. This study analyzes road sign in Surabaya city using the aspects of linguistic landscape. Linguistic landscape also has more functions. Signs within the linguistic landscape serve both informational and symbolic functions and include both government and private signs.

The data was found in five regions of Surabaya city and one artery road. The data include 36 pictures of road sign. The research method of this analysis is appropriate for quantitative study because surveys, observation and counting the data based on mathematical approach. This study aims the reason of using English language, the purpose, and why those languages are used in the road sign.

English – Indonesia language are more dominant in central Surabaya than other region. Because, the center activities of the citizens of Surabaya took place in the downtown area. There are several malls, star hotels, banks, and offices. Especially at JL Tunjungan, there is the Surabaya Civil Registry Office and a historic hotel, the Majapahit hotel.

INTISARI

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Setiap hari kita melakukan perjalanan ke kantor, sekolah, dan universitas melalui jalan raya. Jalan raya adalah jalan utama yang menghubungkan satu tempat ke tempat lain. Jalan utama digunakan oleh pejalan kaki, kendaraan, dan penggunaannya diatur oleh hukum dari departemen transportasi. Setiap jalan memiliki rambu di sisi atau di atas jalan untuk memberikan instruksi kepada pengguna jalan tetapi, di Surabaya memiliki rambu yang berbeda karena menggunakan dua bahasa dan warna yang berbeda. Penelitian ini bertujuan untuk menganalisa rambu-rambu jalan di kota Surabaya menggunakan aspek lanskap linguistik. Lanskap linguistik juga memiliki lebih banyak fungsi. Tanda-tanda dalam lanskap linguistik melayani fungsi informasi dan simbolik dan termasuk tanda-tanda pemerintah dan pribadi.

Data penelitian ini ditemukan di lima wilayah kota Surabaya dan satu jalan arteri. Data termasuk 36 gambar tanda jalan. Metode penelitian analisis ini sesuai untuk studi kuantitatif karena survei, observasi dan penghitungan data berdasarkan pendekatan matematika. Penelitian ini bertujuan untuk mengungkap penggunaan bahasa Inggris, tujuan, dan mengapa bahasa tersebut digunakan dalam rambu lalu lintas.

Bahasa Inggris - bahasa Indonesia lebih dominan di Surabaya pusat daripada daerah lain. Sebab, aktivitas pusat warga Surabaya berlangsung pada kawasan pusat kota. Ada beberapa mal, hotel berbintang, bank, dan kantor. Terutama di JL Tunjungan, terdapat Kantor Catatan Sipil Surabaya dan hotel bersejarah yaitu hotel Majapahit.

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CHAPTER I

INTRODUCTION

This chapter discusses some point related to the introduction in the thesis including background of the study, statements of the problem, objective of the study, significance of the study, scope and limitation, and definition of key term.

1.1 Background of the study

Everyone around the world is using language to communicate. Moreover, languages can address two distinct linguistic roles, the communicative and the symbolic (Edwards, 2009). Language can be thought of as a system of communication that uses symbols to present deep meaning. Symbols could be words, images, body language, sounds, etc. Human being cannot be separated from either spoken or written language even contains images.

We can find the written symbols form of language around our neighborhood in public area and can be seen by everyone such as: in the street, store, airport, and train station which can be categorized as linguistic landscape. The concept of LL has been used in several different ways: in a rather general sense for the description and analysis of the language situation in a certain country or for the presence and use of many languages in a larger geographic area (Gorter, 2006). The function of linguistic landscape is serves as a guide for tourists and foreigners gives new language insights, for example: a tourist who is visiting in metropolitan city and the tourists want to

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explore their way around the city they will see the signposts as their guide tool. Furthermore, LL creates an exchange of experiences and information in addition to its crucial role in providing travelers and tourists with the right directions to guide them to their intended path (Alfaifi, 2015). In addition to guidelines for visitor, linguistic landscape is also the identity of the public place, especially in terms of language use. The main purpose is showing its own uniqueness from other places. As Gorter said:

> The signs can be a display of identity by certain language groups and the use of several languages in the linguistic landscape can contribute to its linguistic diversity. In a way the linguistic landscape reflects the composition of the inhabitants of a certain area and can serve as an indicator of diversity (Gorter, 2007).

Because the important role of linguistic landscape in public places and the use of English as an international language, some researchers have done research on linguistic landscape to develop sociolinguistic science because the linguistic landscape is important not only because it provides the backdrop to our day-to-day lives, but it also as a valuable language learning resource. For instance, linguistic landscape has checked various issues in the city settings including bilingualism in Melbourne Chinatown (Yong, 2014), Welsh language policy as a study of the linguistic landscape at Cardiff University (Haynes, 2012), and Multilingualism in The Linguistic Landscape of The Faculty of Arts at Chulalongkorn University Thailand (Siricharoen, 2016). In 2014, the study of linguistic landscape conducted by Sherry

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Yong C was entitled Bilingual Advertising in Melbourne Chinatown. In this research, she adopts the concept of "Linguistic Landscape" to discuss in detail the general functions of bilingual advertising. By integrating the linguistic landscape theory into her case study, she aims to demonstrate how the Chinese and English versions of bilingual advertisements in Melbourne's Chinatown differ in literal meaning, and to explain why they are designed this way. However, this research has many deficiencies like the researcher did not conduct interviews to shop owners and visitors who visit the store. In this case, the researcher should have held interviews with visitors and shopkeepers to gain reasonable result because some advertisement in the current research has replacing Chinese phrase with semantically irrelevant English names.

Another previous research by Haynes in 2013, about welsh language policy, a study of the linguistic landscape at Cardiff University investigates the extent to which this policy objective is carried out with reference to the linguistic landscape at Cardiff University in Wales. The study is analyzes the relationship between language and society. The linguistic landscape is concerned with *language-in-use*, while language policy focuses about language in society of Cardiff University. However, this study lacks data and requires more than a few rooms because the authors are prohibited from collecting data in five specific buildings.

The next researcher concerning on linguistic landscape was Aroonrung Siricharoen in 2016. The writer had conducted a research under the title

Multilingualism in The Linguistic Landscape of The Faculty of Arts, Chulalongkorn University, Thailand. The writer examined multilingual signage in the Faculty of Arts, Chulalongkorn University. The writer was give special attention to the distinction between signs made by the university and those by students and outsiders. The aim of the study was to investigate the extent to which multilingualism was promoted through the linguistic landscape in the common areas of the Faculty of Arts. The study revealed that Thai-English bilingualism was promoted within the Faculty of Arts. A few language departments had made attempts to establish their language in the public space while some languages appeared only on outsiders" signs. Eleven languages were found, among those, English and Thai were most frequently used. Unfortunately, in the method of this study, the writer also used interview with two people but in different types of interview in his research. He used face-to-face interview to one subject and telephone interview to another subject without explaining the reason why he did so. After analyzing this research, the researcher aims at expanding the field of the data source because the data source that was used in this study was too limited. The captured linguistic landscapes did not cover the entire selected area but it was only specified again into some places that were considered as influential place by Siricharoen.

After analyzing all those previous researches presented above, the present writer conclude that there still some incompleteness in their researches such as weakness in reporting the result of their research such as an inconsistency in choosing the public

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places for the data source, an inconsistency in using the type of instrument, some weaknesses in reporting the result of the research and certain inadequacy in selecting the place as the data source of the research. Also, by looking at those researches there is one kind of public places that has not been used as the data source. That one is road sign.

Hence, in order to cover those holes the researcher will conduct a study of linguistic landscape in the main road of each region in Surabaya. By analyzing linguistic landscape in a new type of public area that has not been analyzed yet, by choosing more than one place but still comparable, and by using consistent instruments in each road sign can hopefully cover those mentioned holes.

This research has examined road signs of each main road in Surabaya. There are main road from east region, south region, north region, central region, west region, and artery road which is the vital main road of Surabaya because it connects to other city nearby. The main road is an economic driver for the citizen of Surabaya. Because it connects the suburbs to the center of the city and another area like industrial areas, tourism spots, offices, and public facilities such as airports, railway stations, and bus stations.

This research has revealed the bilingualism in the used signs in those main roads by revealing what languages are used, the percentage of bilingualism in road signs, the color of road signs, the design of road signs, and the purpose of using foreign

language. Because, this study is make to know the domination languages use in the signage or linguistic landscape in those main road not only by the amount but also by the other aspects such as the color and the design of the road sign.

1.2 Statement of the problem

1. How many road signs use two languages in Surabaya?

2. How is the design of the road signs?

3. What is the purpose of the road signs written in two languages?

1.3 Objective of the study

1. Calculate the total amount of usage foreign language on the main road

2. Understand the meaning of the road signs design.

3. Understand about the use of foreign language in the road signs.

1.4 Scope and limitation

In this research, the writer focuses on this study to the linguistic landscape of Sociolinguistics that can portray bilingualism in linguistic landscape of road signs in Surabaya. The writer focuses only on three problems. First, the writer calculates the amount of bilingualism in road signs. For instance, "bilinguals are individuals who use two or more languages in their everyday lives, and they can be considered 'bilinguals' if they can speak two languages with a reasonable level of proficiency" (Grosjean, 1995, and Patten, 2002). The linguistic landscape that analyses by the writer is road signs in Surabaya, which road signs from east region, south region,

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north region, west region, central region, and one artery road. Second, the writer analyzes the design of the road signs. According to Pierce (2014), the word 'sign' means any material object that indicates something other than itself (Shop names, traffic regulatory devices, and roadways). Third, the writer explains the reason of using English as the foreign language in the road signs. However, the representation of each road signs for each main road here cannot exactly be considered as the only source to generalize the linguistic landscape in other road signs in same main road because the writer only takes each road signs for each main road in Surabaya's region.

1.5 Significance of the study

This present research aims at giving both theoretical and practical significances. For the theoretical significance, the writer hopes that this research could contribute to scientific knowledge to the development of linguistics, especially those that are related to linguistic landscape. Also, hopefully it can show how to analyze the linguistic landscape of public signs that are found in the main road especially. Moreover, it can be uses as a reference for other researchers that want to conduct a further research or parallel researches as this present research. For the practical significance, the writer hopes that this research could fulfill and enrich the knowledge of the readers, especially about road signs of main road in Surabaya regarding to the second largest city in Indonesia. Also, the reader can know about

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how the use of two languages can improve the use of foreign language in linguistic landscape of Surabaya.

1.6 Definition of key term

1. Surabaya: Surabaya is the capital city of East Java, a province of Indonesia. Surabaya is the second big city in Indonesia after Jakarta. According to Badan Pusat Statistik Surabaya, the population of Surabaya is up to 2.800.000 people. (https://surabayakota.bps.go.id)

2. Linguistic landscape: is the "visibility and the salience of languages on public and commercial signs in a given territory or region" (Landry and Bourhis 1997). Linguistic landscape has been described as being "somewhere at the junction of sociolinguistics, sociology, social psychology, geography, and media studies".

3. Bilingualism: People usually become bilingual because they need it in their day-to-day lives. As a result the degree of bilingualism may vary from one individual to another. Bilinguals are not necessarily perfectly fluent in their languages; it is in fact quite common to have a dominant language (thebilingualadvantage.com).

4. Road sign: A road sign is a type of traffic sign used to identify named roads, generally those that do not qualify as highway or toll road. Road signs are most often found posted at intersections, and are usually pairs identifying each

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of the crossing streets. (Manual on Uniform Traffic Control Devices 2009 Edition Chapter 2D. Federal Highway Administration).

CHAPTER II

REVIEW OF LITERATURE

This chapter discusses the review of literature in this study. The study focuses on the design and the bilingual language of road sign that are needed to analyze the data.

2.1 Linguistic Landscape

The common definition of linguistic landscape is explained by Landry and Bourhis. According to Landry and Bourhis (1997), linguistic landscape refers to "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings … of a given territory, region, or urban agglomeration". Linguistic landscape is therefore the shown written language of such as signs that are display in public area. So, everyone can see linguistic landscape in their environment.

Gorter (2006) holds that linguistic landscape research is concerned with 'the use of language in its written form in public sphere'. Reh (2004) emphasized that the study of linguistic landscape enables conclusions to be drawn regarding, among other factors, the social layering of the community, the relative status of the various societal segments, and the dominant cultural ideals'.

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Language usage for tourism promotion is an essential source of information for the potential tourists. It engages people in decision making regarding the destination they would like to travel to (Salim et al., 2012). Furthermore, Linguistic landscape refers to texts situated and displayed in a changing public space, which is being redefined and reshape. This public space is a fertile ground for the emergence of broad and infinite repertoire of text types. Such definitions of LL go beyond displayed written texts of signs in multilingual versions and include verbal texts, images, objects, placement in time and space as well as human beings (Shohamy & Waksman, 2009).

Pietikäinen, Lane, Salo & Lahialal-Kankainen"s also describe the linguistic landscape as "a discursively constructed public space, which results from human action and is thus subject to various kinds of political and ideological logics and innovations" (2011). This definition adds a fairly significant point to the characterization of the linguistic landscape. Here, the linguistic landscape is frame in a way that expresses the influence that humans have in terms of its creation.

The growth of linguistic landscape cannot be separated from its functions. As Alfaifi stated that linguistic landscape is just as a GPS device which can guide a tourist to a particular location. A linguistic landscape can guide visitors, foreigners and researchers to a better understanding of the languages, cultures, and hierarchical relationships impacting commerce, tourism, investment, education, and public opinion. LL creates an exchange of experiences and information in addition to its

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crucial role in providing travelers and tourists with the right directions to guide them to their intended path (2015:7). The significant functions of linguistic landscape, especially for the public area make it commonly used.

Besides, linguistic landscape also has more functions. Signs within the linguistic landscape serve both informational and symbolic functions and include both government and private signs. Government signs are signs commissioned by the government and include road signs and signs on government buildings. Private signs include commercial and advertising signs. All of these signs communicate a basic informational function, whether it is what goods services are being offered inside a business, or the name of a store, street or body of water. The informational function of the sign is the basic message the sign conveys. Also, Language found in public spaces functions in more ways than to simply communicate information; linguistic landscapes reveal deeper symbolic meanings which can point to language policy, language imperialism, marginalization, discrimination and other larger societal factors (Dixson, 2015: 6).

2.2 Top down-Bottom up

Most studies of the Linguistic Landscape are socio-economic in public area, i.e. they seek to find correlations between the uses of certain languages (such as English) in parts of a city and compare them to the general standard of living in those areas. There is general agreement that language use in the linguistic landscape falls

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into one of two categories, *top-down* (public signs, created by the state and local government bodies) and *bottom-up* language use (created by shop owners, private businesses, etc).

Ben-Raphael e.al. (2006), Shohamy; Ben-Rafael; Bami,. (2010) distinguish between the top-down and bottom-up signage. Top-down LL items include those issued by national and public bureaucracies and include public sites, public announcements and street names. Bottom-up items on the other hand include those issued by individuals' social actors such as shop owners and companies, including names of shops, business, signs and personal announcements.

2.3 Bilingualism

Definitions of a bilingual individual have gradually become broader: anyone who has minimal competence in one of the four skills (speaking, listening, reading, and writing) in a language that is not the first language, or anyone who controls two or more languages qualifies. Criteria have thus become more vague, but also more flexible, conceptualizing bilingualism as a continuum rather than a category. One important new aspect in considering the definition of bilingualism is its specific historical, political, and economic contexts (Dewaele, & Housen, 2002).

Grosjean (2010) pointed out that bilinguals are not necessarily equally fluent on all topics in both their languages, and this is because of the complementarities principle: Bilinguals use their languages for different purposes, with different

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interlocutors, in different domains of life. Levels in proficiency in a language might thus vary depending on the need for that language and the domain in which it is used.

Researchers now generally acknowledge that bilingualism is not in itself harmful in anyway and that it "brings opportunities not only to the individual but also to the society as a whole" (Dewaele, & Housen, 2002, p.3).

2.4 The City of Surabaya

Surabaya is the capital of East Java province in Indonesia. Surabaya is the second-largest city in Indonesia with a population of over 3 million within the city proper and over 10 million in the Greater Surabaya metropolitan area, known as Gerbangkertosusila (*Pigeaud, Theodore G, 2013*). Located on northeastern Java on the Madura Strait, it is one of the earliest port cities in Southeast Asia.

The city actually is settle in 10th century by Kingdom Janggala, one of the two Javanese kingdoms that was form in 1045 when Airlangga abdicated his throne in favour of his two sons. But City Government of Surabaya took 31 May 1293, failed of Mongol or Tar-tar invasion to Java and victory of Raden Wijaya on northeast coast of Java; as the birthday of Surabaya. The earliest historical record of Surabaya was in the 1225 book Zhu fan zhi written by Zhao Rugua, in which it was called Jung-ya-lu (*Pigeaud, Theodore G, 2013*).

The name Janggala was probably originated from the name "Hujung Galuh" (Old Javanese lit: "Cape Diamond" or "Cape Gemstone"), or "Jung-ya-lu" according

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to Chinese source. Hujung Galuh was located on the estuarine of Kalimas, one of tributaries of Sungai Brantas and today is the part of modern Surabaya and Sidoarjo (Ali, 1994)
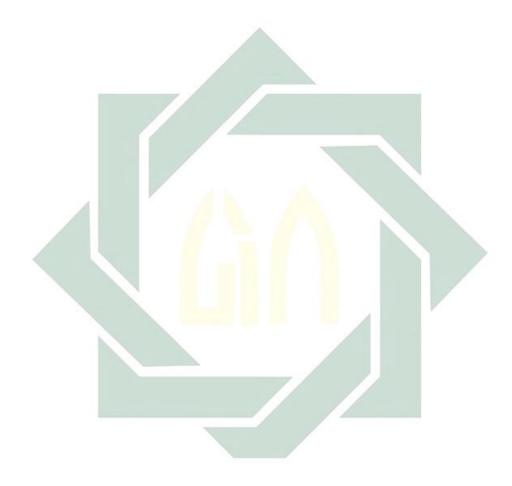
In the late 15th and 16th centuries, Surabaya grew to be a duchy, a major political and military power in eastern Java *(Dick, Howard W, 2002)*. At that time, Surabaya was already a major trading port, owing to its location on the River Brantas delta and on the trade route between Malacca and the Java Sea. During the decline of Majapahit, the lord of Surabaya resisted the rise of the Demak Sultanate, and only submitted to its rule in 1530 (Pigeaud, 1976). Surabaya became independent after the death of Sultan Trenggana of Demak in 1546 (Ali, 1994)

In the 18th and 19th centuries, Surabaya was the largest city in the Dutch East Indies, larger than Batavia (Jakarta) and the centre of trading in the nation, which was then a competitor of Shanghai and Hong Kong (*Dick, Howard W, 2002)*. The city is known as Kota Pahlawan (city of heroes) due to the importance of the Battle of Surabaya in galvanizing Indonesian and international support for Indonesian independence during the Indonesian National Revolution. Today the city remains one of the important entertainment, financial, industrial, transportation, and commercial hubs of the Indonesian archipelago, arguably second only to Jakarta, and the Port of Tanjung Perak is Indonesia's second-busiest seaport located on northern Surabaya.

Every city has a legendary road. Surabaya has Jl. Tunjungan which is the most legendary road, and the writer use Jl. Tunjungan to be the data collection of the current research. Jl. Tunjungan since the beginning of the 20th century has become one of the commercial centers of the Surabaya city. This road is a main road which once became the main shopping area in Surabaya. The road connects residential areas next to the South-East and West of Surabaya (Jl. Diponegoro, Jl Banyu Urip, and Jl Mayjend Sungkono), with trade areas around the Jembatan Merah. Along Jl. Tunjungan has a variety of shops and restaurants. One of them is a shop and restaurant building "HELLENDORN" on the corner of Jl. Kenari and Jl. Tunjungan. The designer is Ir. Th. Van Oyen. One of the famous buildings on Jl. Tunjungan is the Siola Building. Before becoming a shop building, this building was used as a British department store called "WHITEAWAY". In 1940 it was used to sell goods imported from Japan, the name of which was changed to "CHIYODA SHOP" (Akhyari, 2015).

Tunjungan Street is an important location in Indonesian history. The road is the place for the heroic action of Surabaya citizen in maintained the Indonesia's independence. The Oranje Hotel, which later became the Majapahit Hotel, was the location of the tearing of the Dutch flag into the Indonesian flag. The Majapahit Hotel was founded by Lucas Martin Sarkies. Subsequently, the name of the hotel changed to be Yamato Hotel in the days of Japanese rule. The historical value in Jl. Tunjungan

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which makes the writer interested in making as the research material especially the

road sign in there.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the writer explained five points which is the research design, the instrument of the research, the data source of the research, technique of data collection, and the data analysis.

3.1 Research Design

In this study, the amount, the design, and the explanation of using bilingual language of the road sign which use English-Indonesia became an important contribution to look for the answer of the research problem. The researcher used quantitative approach. In analyzing this topic, the researcher applied particularly to count how many the English language and Indonesia language on each road sign in the Surabaya main road, explain the design of the road sign, and describe the used of English of each road sign. The researcher adopted the quantitative method as the research method. Quantitative research methods are research methods dealing with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships. It is used to answer questions on relationships within measurable variables with an intention to explain, predict and control a phenomenon (Leedy, 1993).

Quantitative method typically begins with data collection based on a hypothesis or theory and it is followed by application of descriptive or inferential statistics. A

quantitative study is appropriate for this study because we were surveys, observations and counting the data based on mathematical approach. In this study, the data were collected from all signs, and the participant was the officer of transportation department (dinas perhubungan) who knows about road sign in Surabaya.

3.2 Instrument

This research used observation as the instrument because observation is the one very important method for obtaining comprehensive data in quantitative research, especially when a composite of both oral and visual data become vital to the research. Also, the writer conducted interview and apply interview guide to be material of interview. The writer gave some question about road sign.

Interview steps:

    1. Greetings and introducing.

    2. Request permission and interview time to the speaker.

    3. Explain the purpose and objectives of the research to the speaker.

    4. Give some questions about the language used by the road signs, the reasons for used two languages, the used of designs, the age of the road signs, and the used of colors in the road signs.

    5. Give a thank you to the speakers for the opportunity given

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Then the writer arranged the result of interview guide to be data sources.

3.3 Techniques of Data Collection

3.3.1 Data & Data Source

The data were spoken or written material of information collection that used by the writer for analysis. The data of this study were several photos of road signs from Jl. Ir. H. Soekarno, Jl. Kertajaya, Jl. Jemursari, Jl. Margorejo, Jl. Tunjungan, Jl. Pemuda, Jl. Basuki Rahmat, Jl. Embong Malang, Jl. Dupak, Jl. Demak, Jl. Diponegoro, Jl. Banyu Urip, Jl. A. Yani and the result of interview session with the transportation department officer at Dinas Perhubungan Kota Surabaya office. Overall, there were 35 photos collect from the observations. The writer was doing interview in work hours with Miss Rianti so that she could answer all of the questions clearly. The writer was proposes 5 questions related to the research question of the current research with the speaker.

3.3.2 Data Collection Technique

Location is a place used by researchers to conduct a study in order for searching the data. This research was located in around Surabaya city. The writer categorized six locations to look for data. There were thirty three results of data collection. Eight of them were found in Jl. Kertajaya and Jl. Ir. H. Soekarno located on Surabaya east region. Three of them were found in Jl. Margorejo and Jl. Jemursari located on Surabaya south region. Four of them were found in Jl.

Dupak and Jl. Tembaan located on Surabaya north region. Five of them were found in Jl. Pemuda, Jl. Tunjungan, and Jl. Embong Malang located on Surabaya central region. Ten of them were found in Jl. Diponegoro and Jl. Banyu Urip located on Surabaya west region. The last, four of them were found in Jl. A Yani which is the arterial road of Surabaya.   The data of this study were taken from observation and interview session between the researcher and the Transportation Department officer. The main of data is the form of words that are used by the signage and the information dealing with the foreign language used in road sign. The writer conducted the interview in the Dinas Perhubungan Kota Surabaya office where the interviewee works. There was only one informant who could participant in collecting the data. Further, the writer took 35 pictures of road sign.

3.4 Technique of Data Analysis

1. After collecting all the data that needed, the writer begin to sorting the data

2. In order to find the percentage of bilingualism factor in sample area the writer was calculate them.

3. The writer was found the percentage of a sign that used a factor by the formula below:

$$x = \frac{y \ (a \ number \ of \ sign \ that \ uses \ a \ factor)}{z \ (\text{all of the sign})} \times 100$$

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$$x = 100\%$$

x = the percentage of a factor / result

y = a number of sign that uses a factor

z = number of all the sign

4. After the researcher found the percentage the use of two languages, the researcher described the design of road sign.

5. Last, the writer explained the purpose of the road sign written in bilingual language.

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CHAPTER IV

FINDING & DISCUSSION

This chapter is about to finding and discussion of the thesis. The finding sections divided into three parts according to the research question are presented. There are how many road sign, the design of the road sign, and the purpose of the road sign. On the contrary, the writer discusses the detail of findings in discussion section

4.1. Findings: Linguistic Landscape in Surabaya

In this part, the writer explains the findings with the research problem. First of all, the writer accounted of available data. The data are collected from observation to five regions of Surabaya and one artery road then count the total of Indonesia language and English language. After that the writer explains the design of each road sign then describe the purpose of road sign using bilingual language especially English language as their foreign language based on a result of the interview with Transportation Department (Dinas Perhubungan). Based on the observation, the writer found 82 road signs. Those road sign divided into two languages (Indonesia, English-Indonesia) which are available in Surabaya.

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4.1.1. Frequency of Bilingual Signs in East Surabaya

Ir. H. Soekarno st, Kertajaya st choose as a sample of main road in Surabaya east region because both streets are often passed by the writer. Since 2014 both streets experienced very significant developments, especially in the area of culinary shop and apartment occupancy. The writer quoted from the news site surya.co.id. Mayor of Surabaya Tri Rismaharini guarantees the Ir. H. Soekarno road or MERR (Middle East Ring Road) which leaves 1.8 km completed this year. Until the end of 2018, the east side main road will pass to Juanda toll road.

Figure 1: Road Sign in Jl. Ir. H. Soekarno (above) and Jl. Kertajaya (below)

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Total 7 road sign collected from Jl. Ir. H. Soekarno and Jl. Kertajaya. All the language used in both of the street can be seen below:

Table 1: Table of Road Sign in Jl. Kertajaya and Jl. Ir. H. Soekarno (East Region)

Language	Number	Percentage
Indonesia	30	81,8%
English-Indonesia	7	18,92%
Total	37	100%

Based on table 1 above, it shows that Indonesia is dominant used as road sign rather than English – Indonesia. About 81, 08% of the Indonesia language displayed on the sign whether it is show location or street name.

4.1.2 Frequency of Bilingual Signs in South Surabaya

Jemursari st, Margorejo st choose as a sample of main road in Surabaya south region because among them close to Juanda International Airport, surrounded by industrial estate such as Surabaya Industrial Estate Rungkut (SIER) and toll road toward Malang.

Figure 2: Road Sign in Jl. Margorejo (above) and Jl. Jemursari (below)

Total 4 road sign collected from Jl. Jemursari and Jl. Margorejo. All the language used in both of the street can be seen below:

Table 2: Table of Road Sign in Jl. Jemursari and Jl. Margorejo (South Region)

Language	Number	Percentage
Indonesia	5	41,6%
English-Indonesia	7	58,4%
Total	12	100%

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Based on table 2 above, it shows that English-Indonesia is dominant used as road sign rather than Indonesia. About 58,4% of the English-Indonesia language displayed on the sign whether it is show location or street name.

4.1.3 Frequency of Bilingual Signs in West Surabaya

Diponegoro st, Banyu Urip st choose as a sample of main road in Surabaya west region because there are many malls in Surabaya and some of them are located in west Surabaya like Surabaya Town Square (Sutos), Lenmarc, etc. In west Surabaya it is not only malls but also business and office centers. Besides, there is a toll road stretching through west Surabaya to Malang, Gresik, and Lamongan city.

Figure 3: Road Sign in Jl. Diponegoro (above) and Jl. Banyu Urip (below)

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Total 15 road sign collected from Jl. Diponegoro and Jl. Banyu Urip. All the language used in both of the street can be seen below:

Table 3: Table of Road Sign in Jl. Diponegoro, Jl. Banyu Urip (West Region)

Language	Number	Percentage
Indonesia	50	86,21%
English-Indonesia	8	13,79%
Total	58	100%

Based on table 3 above, it shows that Indonesia is dominant used as road sign rather than English – Indonesia. About 86,21% of the Indonesia language displayed on the sign whether it is show location or street name.

4.1.4 Frequency of Bilingual Signs in Center Surabaya

Jl. Pemuda, Jl. Tunjungan, and Jl. Embong Malang choose as a sample of main road in Surabaya central region. Because in the central area there are various kinds of malls, historic sites like Submarine monument, Majapahit hotel, and government offices. The whole place in integrated with transportation routes such as Suroboyo Bus and train station for visitor use train.

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Figure 4: Road Sign in Jl. Pemuda (both)

Total 6 road sign collected from Jl. Pemuda, Jl. Tunjungan, Jl. Embong

Malang. All the language used in both of the street can be seen below:

Table 4: Table of Road Sign in Jl Pemuda, Jl Tunjungan, Jl Embong Malang (central region)

Language	Number	Percentage
Indonesia	7	38,8%
English-Indonesia	11	61,2%
Total	18	100%

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Based on table 4 above, it shows that English-Indonesia is dominant used as road sign rather than Indonesia. About 61% of the English-Indonesia languages are display on the sign whether it is show location or street name.

4.1.5 Frequency of Bilingual Signs in North Surabaya (Jl. Dupak, Jl Tembaan)

Jl. Dupak and Jl. Tembaan choose as a sample of main road in north Surabaya. North Surabaya is a region that has historic assets such as old town, Arab town, China town, hero monument, and Jembatan Merah (red bridge). Besides, in the region there are religious places such as Chinese temples and Sunan Ampel's tomb. According to Backhaus (2007) English seems to be the most dominant in aspect of tourism, fashion, and technology. Meanwhile, To the west of Jembatan Merah, there is a Jl. Rajawali which is full of official buildings, malls, and banks mostly located in this region, even most buildings are still used by various companies and their authenticity is relatively maintained. Meanwhile, the eastern part of the bridge is for Asians, such as Chinese, Arabs and Malays. At that time, the area of Jembatan Merah was an elite area that promised many benefits for foreign businessmen, especially Chinese.

Figure 5: Road Sign in Jl. Dupak (above) and Jl. Tembaan (below)

Total 6 road sign collected from Jl. Dupak, Jl. Tembaan. All the language used in both of the street can be seen below:

Table 5: Table of Road Sign in Jl Dupak, Jl Tembaan (north region)

Language	Number	Percentage
Indonesia	10	62,5%
English – Indonesia	6	37,5%
Total	16	100%

Based on table 5 above, it shows that Indonesia is dominant used as road sign rather than English – Indonesia. About 62,5% of the Indonesia language displayed on the sign whether it is show location or street name.

4.1.6 Frequency of Bilingual in Artery road (Jl A. Yani)

A. Yani st choose as a sample of arterial road in Surabaya. Based on Direktorat Jenderal Bina Marga (1997) Arterial roads are roads that serve main transportation with characteristic features such as long trips, high average speeds, and the limited number of access roads efficiently.

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Figure 6: Road Sign in Jl A. Yani (arterial road)

Total 4 road sign collected from Jl A. Yani. All the language used in both of the street can be seen below:

Table 6: Table of Road Sign in Jl A. Yani (Arterial road)

Language	Number	Percentage
Indonesia	14	77,7%
English – Indonesia	4	22,3%
Total	18	100%

Based on table 6 above, it shows that Indonesia is dominant used as road sign rather than English – Indonesia. About 77,7% of the Indonesia language displayed on the sign whether it is show location or street name.

4.1.7 Comparison of the Language used as Linguistic Landscape in East Surabaya, South Surabaya, North Surabaya, West Surabaya, Central Surabaya, and Artery Road

Total 159 data is collect from east, south, north, west, central, and one artery road in Surabaya during observation, all the data needed to answer the research question number 1 and number 3.

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Table 7: Total Language found as Linguistic Landscape Road Signs in 5

Regions and 1 Arterial Road in Surabaya.

Zone	Language				Total
	English – Indonesia		Indonesia		
East region	7	16,28%	30	25,86%	37
South region	7	16,28%	5	4,31%	12
West region	8	18,61%	50	43,10%	58
North region	6	13,39%	10	8,62%	16
Central region	11	25,58%	7	6,04%	18
Artery road	4	9,30%	14	12,07%	18
Total	43	100%	116	100%	159

From the table 7 above shows English – Indonesia language are more dominant in central Surabaya than other region. According to Backhaus (2007) English seems to be the most dominant in aspect of tourism, fashion and technology. Central region Surabaya has many shopping malls like Tunjungan Plaza, Plaza Surabaya, and Grand City Plaza. There are historical buildings like Gedung Siola Surabaya and Hotel Majapahit. In conclusion, the use of two languages is still dominated in the downtown area. Because the center of the activities of the citizens of Surabaya took place in the city center. There are several malls, star hotels, banks, and offices.

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Especially at JL Tunjungan, there is the Surabaya Civil Registry Office and a historic hotel, the Majapahit hotel.

4.1.2 Designs & Different Colors of Road Sign

According to Charles S. Pierce (1955) the word 'sign' means any material object that indicates something other than itself (Shop names, traffic regulatory devices, and roadways). Ron Scollon (2003) stated in his book entitle discourse in place; language in the material world the meaning of sign anchored in the material world whether the linguistic utterance is spoken by one person to another or posted as a shop sign on a street corner. Road signs located in Surabaya are listed in regional regulations that reads road equipment is a tool in a certain form that contains symbols, letters, numbers, sentences, and / or combinations of them which are used to provide warnings, prohibitions, orders and instructions for users / road users in the form of road markings and traffic signaling devices (Regional Regulation of Surabaya City Number 10 of 2000 concerning Provisions on Road Use).

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A. Single Color (Green)

Figure 7: Example of Single Color Road Sign

The road sign used as guide for road users during their trip or provide other information to road users. This sign usually shows the direction, area boundary, and location of public facilities. This sign can be recognized using a green base, white borders, white symbols, white letters or numbers. From both road signs above, there are prominent differences. The above road sign has a picture that showed the addressed location. The design describes the city hall with a picture of the building on its left. Then, the sign lower shows the location of Taman Bungkul with a picture of a tree and table of its right. The picture describes that Taman Bungkul is tourism spot but without brown base color. This shows that road sign have not been updated with

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proper color. Moreover, the road sign below is the old models due to the absence of appropriate picture and colors.

B. Double Color (Green + Brown)

Figure 8: Example of Double Color Road Sign

Road Signs that use white letters should be located on green and blue signs. But white letters are also used on brown markers. White letters and brown Road sign intends to attract the attention of travelers and are used to show tourism spots. From the road sign above, indicates that the road sign is relatively new because the design has picture and full color. As we can see in picture of road sign of Jl. Banyu Urip that shows the tourism spots like Heroes Monument. Then, the sign above shows the other main road. The road sign below is the latest form of road sign because it has colors

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and images that show public places such as railway stations and ports, both signs are equipped with train and ship. But, the road sign doesn't have full color because it shows the other main road. The blue base road sign states mandatory orders for road users. These sign can be seen in blue, white borders, white symbols, white letters or numbers, and white words. For example, if we want to go to Wonokromo railway station turn right directly; if we want to go Tanjung Perak port go straight directly.

C. Multiple Colors (Green + Blue + Brown + Yellow)

Figure 9: Example of Multiple Color Road Sign (Jl. Margorejo)

This road sign is the latest form of development from another road sign because it has full color and is equipped with images. The road sign colored green

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order to road user that right direction to go to Command Center 112/ Siola and also to tourism spot like Kebun Binatang Surabaya (Surabaya Zoo) with giraffe picture on its left side. The blue base road sign order to turn right if we want to go to Bandara Juanda (Juanda Airport). The sign that shows the airport is full of blue which means one of the roads that lead to the airport with airplane picture on its right side. The yellow based road sign is used to warn that there may be danger or dangerous place in front of the road users. The road sign of the last slide tells the road user to be careful of railroad crossing ahead. The basic color of the road sign is yellow with a black symbol or writing.

4.1.3 The Use of English as the Foreign Language in the Road

English is the most widely used language today. The spread of religion, science, and technology is the process of distributing English language. Most of the distribution of English goes without government direction. Technological advances make it easy for people to access foreign languages and cultures. The existential of Internet make the younger generation began to like music, movies and infotainment. This interest encouraged more people to learn English even though their skill it is not well develop. Near the era of MEA (Masyarakat Ekonomi ASEAN) Indonesia people especially in Surabaya prepare themselves to compete in communicating in English. Even Surabaya has held International events several times such as Inno Creativation, Bekraf, and Cross Culture International Folk & Art Festival 2018. Surabaya is also a destination for cruise ships from various countries such as Singapore, Netherland, and

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China. This proves that the city of Surabaya has become a world tourism destination. The city government (Pemkot) of Surabaya has made efforts to improve their human resources through language training to improve foreign language skills infrastructure developments such as parks, urban forest, river banks, and pedestrian roads one of them is the use of English in road sign. Based on the explanation of Dishub (transportation department) officer said "the road sign written in English as the foreign language used for facilitate foreigners to make their trip easier because it use English" and also he said in the future English will be used in all road sign scattered around Surabaya but waiting for regional regulations to be updated. Based on data on EF EPI (English Proficiency Index), English language proficiency is related to economic competitiveness, social development and innovation. Countries with a high level of English proficiency tend to have higher average incomes, better of life quality, and greater investment in research and development. The higher level of English proficiency of a country, it become the greater average income of the population in that country.

4.1.4 Discussion

The finding reveals bilingualism in the used signs of each street by revealing what languages are uses and how the signs are displayed in form of writing. Because, this study is make to understand the use of English language in the linguistic landscape of each road and the other aspect such as the purpose or the reason why those languages are selected to be used in the road sign. Moreover, languages can address two distinct

linguistic roles, the communicative and the symbolic (Edwards 2009, 55). Language can be thought of as a system of communication that uses symbols to convey deep meaning. Symbols can be words, images, body language, sounds, etc.

As the writer mention in the previous chapter, there are three study topics. Firstly, there are five regions and one artery main road in Surabaya which one use Indonesia-English and Indonesia language as the linguistic landscape. Secondly, analyze the designs and colors of each road sign. Thirdly, analyze the use of English as the foreign language in road sign.

The use of language in linguistic landscape in the city of Surabaya refers to the constitution of Indonesia number 24 of 2009 concerning flags, languages, national symbols and national anthems. In the constitution regarding language explained in the general provisions section that the use of language consists of Indonesian, regional languages, and foreign languages. The Indonesian language uses in article 1 paragraph 2. The Local language uses in article 1 paragraph 6 and the uses of foreign language in article 1 paragraph 7. The use of Indonesian language of linguistic landscape is use in the formal domain of the government. The use of Indonesian language in road sign be adapted to the rules and regulations in 2009 article 36 Indonesian language must be used to name buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, organizations that are established or owned by Indonesian citizens or Indonesian legal entities (www.badanbahasa.kemdikbud.go.id). Based on the current

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research Indonesia language has the highest number. Total 116 Indonesia languages collected from the road sign that we have collected around Surabaya.

From the figure 4 above, we can see the placement of the role of language in accordance with a proportional position as the language of instruction for communication between nations and the Indonesian language occupies the top position with writing fonts larger than the foreign languages.
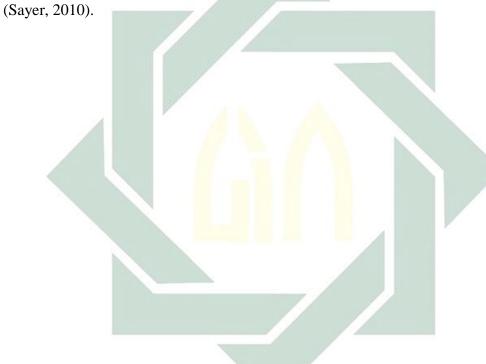
The use of foreign languages in Surabaya refers to ethnic groups who lived in Surabaya such as Malay, China, India, Arabic, and European ethnicities (www.surabaya.go.id). The use of foreign languages is reflected in the road sign that uses English. The use of English began to improve in the city of Surabaya in order to deal with MEA (Masyarakat Ekonomi ASEAN). The government of Surabaya makes various programs to improve the quality of the use of English, one of them is practicing English in Rumah Bahasa (www.surabaya.go.id). The use of English by the citizen of Surabaya is not only in communication skill but also through the elements of the linguistic landscape. This is reflected in main roads, or public places, billboards or business area, many of which use English. Therefore, an English sign in the linguistic landscape is one of the efforts of the government to improve quality in developing tourism assets. The result of current research mentioned English language road sign exist in each main road that connects to specific location that expecting native to visit. This is quite similar from the research results of Thong (2015) reporting that due to the promotion of northern Thailand tourism spot, other

languages including English; Chinese are also used in tourist areas to communicate with foreign tourist. Unfortunately, there are no Chinese language in road sign in Surabaya.

The use of Chinese language the use of mandarin in signs in linguistic landscapes was found in Chinese ethnic communities in Surabaya. Initially the Hendelstraat (Jalan Kembang Jepun) borders between the Chinatown and the Arabian town (Kartika, 2012). Whereas in Surabaya there is an area where the majority are Chinese shops that sell traditional Chinese medicines, historic buildings, and places of worship. Chinese language never stands alone in any sign; it is always used in bilingual form of Chinese-English and Chinese-Indonesian. Chinese signs are found in the restaurant name, beverage stall name and advertising banner (Fakhiroh & Rohmah, 2018). We conclude that Chinese language more often used as the name of their store than used by the government. Based on the book "Chinese people's business secrets" by Seng (2007) Chinese people's perception of trade is positive. The world of commerce is a world that promises pleasure, luxury and happiness. This proves Chinese people like trading and uses their language as their shop's name.

Then, the conclusion of this study showed that drivers are exposed to road signs in the road environment, allowing drivers to use cues from the surrounding are to understand the meaning of the signs they encounter. Moreover, there are three designs that are used for signposts, i.e. yellow indicate a warning, blue indicate an order, green indicate a place or another road, brown indicates a place of tourism.

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In addition, language choices including Indonesia and English show in public area it is potential to develop student's foreign language skill. When linguistic landscape is used as a teaching resource, students can have an awareness of the role that different languages play in the social communication network of their community (Sayer, 2010).

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

The writer counting and collect 159 data from road sign in Surabaya. The writer concludes that road sign write in two languages with the highest number found in the central region of Surabaya. According to Backhaus English seems to be the most dominant in aspect of tourism, fashion, and technology. Meanwhile, the central region of Surabaya has many shopping malls and historical site. This fact proves that the use of two languages which is English and Indonesian is more appropriate to be placed in the central area of Surabaya.

Furthermore, each road signs has a different color and design which they have different functions. The road signs recognize with green base use as guide for passerby during their trip. This road sign usually shows the direction, area boundary, and location of public facilities. The road sign with brown base intends to attract the attention of travelers and guide them to tourism spot while the yellow base road sign use to warn that there may be danger in front. In the end, the writer explains of English language using in road sign. In the era of MEA (Masyarakat Ekonomi ASEAN), the citizens of Surabaya prepare themselves to compete with their communication skills in English. This proves the Surabaya city has become a world

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tourism destination. Based on the explanation from DISHUB officer that the road sign written in English use to guide the foreigners in order to make their trip easier.

5.2. Suggestion

The result of this research does not cover all the linguistic landscape in Surabaya. However, this research is far from perfect, but by this research, at least it can be known the development of foreign language in Surabaya. Hopefully, the writer wants to give some suggestions for future researchers who will take linguistic landscape as their subjects. First, the next researcher could add themes related to language like, monolingual or multilingual, and language role. Second, the writer hopes themes of road sign can be developed much more again for the reasons many functions which has not been answered in this study. Furthermore, the next researcher are suggested to collect more data like top down or bottom up signs in their research area to get clear results when analyzing the data. To conclude, the writer hopes that this study can give some contributions to further researchers and studies of linguistic landscape in Surabaya especially in developing the use of English in the city.

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