# LINGUISTIC LANDSCAPE: A CASE STUDY OF SHOP NAMES IN GRESIK KOTA BARU (GKB), GRESIK

#### **THESIS**

Submitted as Partial Fulfillment of the Requirements for Bachelor Degree of English Department Faculty of Arts and Humanities

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2019

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#### **ABSTRACT**

Oktaviani, Eka. 2019. *Linguistic Landscape: A Case Study of Shop Names in Gresik Kota Baru (GKB), Gresik*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor : Prof. Dr. Hj. Zuliati Rohmah

Key words : Linguistic Landscape, Shop Name, Language Attitude

This research analyzed linguistic landscape focused on shop names located in Gresik Kota Baru (GKB) with add two different perspectives both from GKB visitors as the shop names' reader and also shop owners as the shop names makers. It examined the language displayed in GKB, the language attitude of GKB visitors toward shop names written in several languages and the reason of shop owners in choosing particular language. As the methodology, the researcher used qualitative and quantitative method in this research. The researcher took 214 pictures of shop names in GKB. The researcher also used questionnaires and interview to know the language attitude of GKB visitors toward shop names written in several languages and the reason of shop owners in choosing particular language

By the end of this research, the researcher found seven languages in total: Indonesian, English, Japanese, Arabic, Javanese, Italian and Spanish. Those languages are presented in monolingual, bilingual and multilingual. Indonesian has the highest percentage among the otherswhich makes Indonesian become a dominant language used as the shop names in GKB. Surprisingly, GKB visitors have positive attitude almost toward all the shop names written in various languages (Indonesian, English, Javanese, Arabic, Italian, Japanese, Indonesian-English, Indonesian-Arabic, Indonesian-Javanese, English-Arabic and English-Spanish). GKB visitors only have negative attitude toward shop name written in Indonesian-English-Javanese. The shop owners' reasons in choosing particular languagein the creation of shop names are: (1) remembering, (2) following the trend, (3) using their own name and (4) being antimainstream.

#### **INTISARI**

Oktaviani, Eka. 2019. *Linguistic Landscape: A Case Study of Shop Names in Gresik Kota Baru (GKB), Gresik*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

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Penelitian ini menganalisa lanskap bahasa yang berfokus pada nama-nama toko yang berlokasi di Gresik Kota Baru (GKB) dengan menambahkan dua perspektif yang berbeda baik dari pengunjung GKB sebagai pembaca nama toko dan juga pemilik toko sebagai pembuat nama toko. Ini memeriksa bahasa apa saja yang ditampilkan di GKB, sikap bahasa pengunjung GKB terhadap nama toko yang ditulis dalam beberapa bahasa dan alasan pemilik toko dalam memilih bahasa tertentu. Sebagai metodologi, peneliti menggunakan metode kualitatif dan kuantitatif dalam penelitian ini. Peneliti mengambil 214 foto nama toko di GKB. Peneliti juga menggunakan kuesioner dan wawancara untuk mengetahui sikap bahasa pengunjung GKB terhadap nama toko yang ditulis dalam beberapa bahasa dan alasan pemilik toko dalam memilih bahasa tertentu.

Pada akhir penelitian ini, peneliti menemukan tujuh bahasa secara total: bahasa Indonesia, bahasa Inggris, bahasa Jepang, bahasa Arab, bahasa Jawa, bahasa Italia dan bahasa Spanyol. Bahasa-bahasa tersebut disajikan dalam satu bahasa, bilingual dan multibahasa. Bahasa Indonesia memiliki persentase tertinggi di antara yang lain yang menjadikan bahasa Indonesia menjadi bahasa dominan yang digunakan sebagai nama toko di GKB. Yang mengejutkan, pengunjung GKB memiliki sikap positif hampir terhadap semua nama toko yang ditulis dalam berbagai bahasa (bahasa Indonesia, bahasa Inggris, bahasa Jawa, bahasa Arab, bahasa Italia, bahasa Jepang, bahasa Indonesia-Inggris, bahasa Indonesia-Arab, bahasa Indonesia-Jawa, bahasa Inggris-Arab dan bahasa Inggris-Spanyol). Pengunjung GKB hanya memiliki sikap negatif terhadap nama-nama toko yang ditulis dalam bahasa Indonesia-Inggris-Jawa. Alasan pemilik toko dalam memilih bahasa tertentu dalam pembuatan nama toko adalah: (1) mengingat, (2) mengikuti tren, (3) menggunakan nama mereka sendiri dan (4) anti-mainstream.

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#### **CHAPTER I**

#### INTRODUCTION

In this chapter, the researcher explains the background of the study, research problems, objectives of the study, significances of the study, scopes, and limitation and also the definition of key terms.

## 1.1 Background of the Study

Besides spoken and written text, people can communicate through signs. The sign that discusses in this research is different from the sign that is used by deaf people. Signs can be found everywhere: on the road, school, airport, restaurant, hospital, mall, park and any other places.

Landry and Bourhis (1997) stated that linguistic landscape is languages visibility and sensitivity on commercial and other public signs located in certain regions. It is a way to communicate through signs. With signs, we can know what is the implicit meaning easily. We do not need to read all of the text like in the book to find out the implicit meaning on signs, but we just need to read the little instruction or description and can directly understand the meaning of the signs. The language used in public signs shows what language is locally relevant, or provides evidence of what language is becoming locally relevant (Shohamy et al, 2010). English has become a foreign languagelearned by Indonesian since kindergarten. Until senior high school, Indonesian still receive English as a required subject. Not only that, English also

become one of the subjects tested in the national exam. It happens because English is a global language. So, not surprised if the signs in Indonesia are not written in Indonesian only, but also written in English or in the form of combination between Indonesian and English. There are also several signswritten in the form of combination between Indonesian and Chinese, Indonesian and Japanese and Indonesian and Korean such as in the restaurant signs.

According to Ben-Rafael, Shohamy, Amara, and Trumper-Hect (2006) there is a general agreement that language is used in the linguistic landscape. People cannot put languages freely to be put on a public sign. There are two categories of signs: *top-down* (public signs that created by state and government) and *bottom-up* (signs that created by ordinary people. Such as shop owner and etc).

Recently, there has been a growing interest in the linguistic landscape. Many researchers around the world have examined linguistic landscape in their research such as in Thailand (Thongtong, 2016), China (Jingjing, 2013), Japan (Wang, 2015), Netherlands (Edelman, 2010), Transylvania (Dégi, 2012), Botswana (Akindele, 2011), Korea (Lawrence, 2012), Cambodia (Kasanga, 2012), Malaysia (Colluzi and Kitade, 2015) and other countries. Meanwhile, studies about linguistic landscape in Indonesia is still limited. There are some linguistic landscape researches conducted in Indonesia such as conducted by Prayitno (2016), Yannuar and Tabiati (2016) and Fakhiroh and Rohmah (2018).

In 2016, Rima Yosita Prayitno made a research entitled *Linguistic Landscape* and the Use of English in Surabaya Clothing Stores. She examined linguistic

landscape and the use of English in Pusat Grosir Surabaya (PGS) and Pasar Atum Mall. Monolingual English signs were found in upper-middle class shops while bilingual signs were found in middle-lower class shops. After all, this research is good. Although the researcher already provided tables list of the shop names, she also provided some pictures to make the readers easily understand which shop names are written in a specific language but she just focused on English. Whereas, many others languages must be found there.

Still, in 2016, Nurenzia Yannuar and Sri Endah Tabiati also made a research entitled *Public Signs in the City of Malang*. They discussed how languages are presented and used in Malang (*Pasar Besar Malang*, *Alun-Alun Malang*, *Soekarno Hatta Street*, and *Veteran Street*). They analyzed the relationship between public texts language and the place where it appeared with the aim to know readers' attitude and perception toward some languages. Unfortunately, they just did a brief survey to know the reader's attitude and perception toward some languages meanwhile it can be discussed more detail.

Meanwhile, in 2018, Zakiyatul Fakhiroh and Zuliati Rohmah made a research entitled *Linguistic Landscape of Sidoarjo City*. They focused on the languages displayed and the functions in some public places and Sidoarjo's main road. The result of this research showed that Indonesian became a dominant language meanwhile Javanese as the local language is rarely used. This research can be complete if the researchers also discuss the reason in creating the signs with interviews the signs creators.

Most of the previous researchers focused on counting the percentage of languages written in their linguistic landscape's objects and the reason behind creating the signs. No one discussed the language attitude. In order to fill the gap, this study is aimed not only to find out the languages displayed but also analyzes the language attitudes of people toward shop names written in several languages and also the reasons in choosing languages in the creation of the shop names.

According to the title written by the researcher, this study is a linguistic landscape-based study that analyzes shop names in Gresik Kota Baru (GKB), Gresik, East Java. The researcher chooses shop names because in this era there are many businessmen and businesswoman who spread their wings in the various sectors, especially economic by making a brand and build a shop. Shop name itself is a very important thing that the shop owners must be careful while creating and choosing it. The language that showed in the shop names must be considered in order to create high-quality shop names. Bad shop name will not only need to be changed but will reflect badly on the business.

However, linguistic landscape is still a new topic in the linguistic field. So, the researcher challenges herself to try this topic. It is an interesting topic because Gresik is never chosen by anyone who conducts linguistic landscape study in East Java, Indonesia. The researcher will be the first person who analyzes shop names in Gresik.

Actually, Gresik Kota Baru or GKB is an elite housing in Gresik. But, as time goes by GKB is not only an elite housing but also be a center of Gresik after there is no *Alun-Alun*. Many sellers move to GKB with big expectations. There are many new

shops built there. So, GKB getting more crowded day by day. Many different shops sell different products and services. Start from restaurant, café, laundry, tours and travel and etc. Everything you need is placed in one place, that is GKB. And the reason why the researcher chooses Gresik because it is one of developing city in Indonesia that became a target of investors, including developers who were interested in expanding property business (kompas.com). Because there are many investors come to Gresik, the language that written in shop signs not only written in Indonesian and Javanese but also written in other languages too.

## 1.2 Problems of the Study

Based on the explanations in the background of the study, the researcher formulates the problems of the study as follow:

- 1.2.1 What are the languages displayed on the shop names in GKB?
- 1.2.2 How are the language attitudes of GKB visitors toward linguistic landscape written in shop names found in GKB?
- 1.2.3 What are the shop owners' reasons in choosing a particular language in the creation of shop names?

#### 1.3 Objectives of the Study

According to the statement of the problems, this study has two objectives:

1.3.1 To know the languages displayed on the shop names in GKB, Gresik.

- 1.3.2 To investigate the language attitudes of Gresik visitors toward linguistic landscape written in shop names found in GKB, Gresik
- 1.3.3 To find out the shop owners' reasons in choosing a particular language in the creation of shop names.

#### 1.4 Significance of the Study

The researcher hopes that this thesis can give contributions. Theoretically, this thesis can enrich the research in the field of linguistics on the study of linguistic landscape of public sign especially shop names. In addition, this thesis can be used as references for other researchers who want to take linguistic landscape as their main topic. Practically, through analyze shop names in GKB, the researcher hopes that the readers can get some knowledge about languages displayed in GKB, the language attitude of GKB visitors toward shop names found in GKB and also the shop owners' reasons in choosing a particular language in the creation of shop names.

#### 1.5 Scope and Limitation of the Study

The researcheruses scope and limitation of the study in this thesis in order to make the explanation keep in focus and not too wide. The scope in this research is shop names in GKB Gresik. While the limitation is about the linguistic landscape.

#### 1.6 Definition of Key Terms

To avoid a different perspective in understanding this study, the researcher provides some definitions:

- a) Linguistic Landscape: a study of languages written in public places, commercial signs, and etc.
- b) Shop Name: part of the shop sign that located in the front of the shop.
- c) Monolingual: someone who speaks only one language
- d) Bilingual: someone who speaks two languages
- e) Multilingual: someone who speaks more than two languages
- f) Language Attitude: opinion and prejudices of someone toward a language
- g) Gresik Kota Baru (GKB): a place in Gresik, East Java which becomes the center of the city where there are many shops there

#### **CHAPTER II**

#### **REVIEW OF LITERATURE**

This chapter presents the related theories used in this research. This chapter contains linguistic landscape, language used in the shop names and also language attitude.

#### 2.1 Linguistic Landscape

Linguistic landscape studies can be seen as a sub-field of sociolinguistics and applied linguistics theory. Linguistic landscape focuses on the languages used in public space (Gorter and Cenoz, 2006) that primarily focusing on multilingual settings (Coulmas, 2009). So, linguistic landscape is a study of languages written in public signs located in our own environment.

According to Landry and Bourhis (1997), linguistic landscape is a way to communicate through sign. Signs that discusses in linguistic landscape can be seen everywhere because there are many signs around us. Every sign in every place has its meaning. There is a different meaning in a different sign. The objects of linguistic landscape research are train stations (Backhaus, 2007),cyberspace (Ivkovic and Lotherington, 2009),science labs (Hanauer, 2009), apartment building (Jaworski and Yeung, 2010), public monuments (Abousnnouga and Machin, 2010),postcards (Jaworski, 2010) and schools (Dressler, 2015).

Most studies in linguistic landscape are socio-economic in our environment. The linguistic landscape's researchers looking for the correlation between the use of certain language in parts of a city and compare them to the general standard of living in those locations. Ben-Rafael, Shohamy, Amara, and Trumper-Hect (2006) claims that there is a general agreement that language use in the linguistic landscape. People cannot put languages freely to be put on a public sign. There are two categories of signs: top-down (public signs that created by state and government) and bottom-up (signs that created by ordinary people. Such as shop owner and etc). The detail comparison between top-down and bottom-up shows in the table below:

Category	Type of item
Top-down	Public institutions: religious, governmental, municipal-cultural and educational, medical  Public signs of general interest  Public announcement  Signs of street names
Bottom-up	Shop signs. Example: clothing, food, jewelry  Private business signs: offices, factories, agencies  Private announcements: 'wanted' ads, sale, or rentals cars

So, it can be concluded that *top-down* sign is a formal sign because it is made by the government. Meanwhile, a *bottom-up* sign is an informal sign because it is

made by ordinary people. According to Ben-Rafael, Shohamy, Amara, and Trumper-Hect (2006), linguistic landscape is important because it can provide some sources of language learning. There are many shop signs in Indonesia written in English. It can be as a source of language learning. With seeing that sign, automatically the sign readers will remember the words. After the sign readers remember the words, when they do not know the meaning, they can open a dictionary and look for the meaning. With that method, we can take advantage of applying linguistic landscape in our daily life.

Gorter (2013) stated thatlinguistic landscape has an aim to add another view to sign readers' knowledge about multilingualism by focusing on language choices, contact-phenomena, and the regulations. With study linguistic landscape, we can know more about languages besides national language and local language. Then, we also can know the reason of the language choices. The use of certain languages written in public signs certainly have some reasons. One of the reasons is to attract sign readers. Example, when a restaurant uses Chinese language in their sign, it can be assumed that the restaurant want to give information that they sell Chinese food. The second assumption is the restaurant wants to attract Chinese people to eat at their restaurant. And the last is they want to attract local people who like Chinese food.

### 2.2Factor Influencing Language Use in Shop Sign

Shop names are includes to the commercial signs that has a function to attract potential customers. Shop name plays an important role in language use. Ben-Rafael

et al. (2006) stated that there are three reasons behind language dominance and language choice in linguistic landscape such as power relationship, an identity of a community, self-presentation and customer's reaction and influence. So, not only based on the shop owner's power, the identity of community and potential customers' reaction also influence the reason in creating a shop name. When shop owners pay attention to the customers' reaction, they will make shop names that make customers are interested in order to attract them to come to their shop.

Liu et al. (2006) stated that customers who live in developing countries would prefer to buy products or brands from developed countries. This phenomenon is relatable in Indonesia as a developing country. People in Indonesia prefer to buy products or brands from other developed countries such as buy some shoes from brand "Adidas" which dominates United States market.

#### 2.3Language Attitude

As stated by Holmes (2013), language represents a geographical region and social status. Language becomes people's identity. When we speak using a certain language, people can directly know our identity. While attitudes described by Thurstone (1931) in Garrett (2010) as an effect against a psychological object. It relates to what people think and feels toward an object or person in specific situations. It is like our perception and prejudice toward something or someone.

Attitude in this research is different from the common attitude that frequently discusses in daily life which talks about manner. This research discusses people's

attitudes toward languages that called as language attitude. Richards (1992) in Karahan (2007: 75) stated that language attitude is the attitude of people towards their own language or other languages. Richards (1992) also explained that language attitude is people's trust in languages which make them react in acertain way:positive or negative attitude.

According to Garvin & Mathiot (1968), a positive attitude is the attitude of enthusiasm for language use. Furthermore, Garvin and Mathiot (1968) characterized positive attitude as follow:

- 1. Language Loyalty. It triggers and pushes people to defend their language. It also encourages people to prevent any changes in other languages.
- 2. Language Pride. It affects people to develop languages and use them as their unity and identity.
- 3. Awareness of Language Norms. It motivates people to use their language appropriately.

In contrast, a negative attitude towards languages is a humiliation, unawareness, and rejection toward languages. Different from the characteristic of positive attitude that stated by Garvin and Mathiot (1968) before, the characteristics of negative attitude are there is no language loyalty, there is no language pride and also there is no awareness of language norm.

Furthermore, Haerudin (2010) stated that negative attitude towards languages can happen when people do not support the existence of certain languages. As the result, people ignored the existence of those certain languages. People can be categorized have a negative attitude if they do not want to learn or improve their language skill.



#### **CHAPTER III**

#### RESEARCH METHODOLOGY

In this chapter, the researcher explains how this research is conducted. This chapter contains research design, data and data sources, research instrument, research subject, data collection, and data analysis.

#### 3.1 Research Design

This study combined both quantitative and qualitative approach. Wray and Bloomer (2012) stated that a quantitative approach is usually related to linguistic variables that can be calculated or quantified. It contains numbers. The quantitative method in this research is used to know the language displayed on the shop names located in GKB and to find out GKB visitors' attitude toward shop names written in several languages. The researcher distributed 50 questionnaires in the form of semantic differential scale directly to the GKB visitors.

However, the researcher also used a qualitative approach. According to Babbie (2014), a qualitative research is a scientific observation method for collecting non-numeric data. In contrast with quantitative that deals with numerical data, a qualitative approach deals with non-numerical data. A qualitative method also used in this research to classify those shop names into monolingual, bilingual or multilingual. A qualitative method is also used to find out shop owners' reasons in choosing particular languages in the creation of shop names.

#### 3.2 Research Subject

The research subjects in this study were the Gresik visitors that were passing by around GKB and the shop owners. The researcher distributed50 questionnaires to GKB visitors to know the language attitudes of Gresik visitors toward shop names written in several languages. The researcher also interviewed some shop owners in order to answer the third research question that is the reason why they choose a particular language in the creation of the shop names. Due to the high amount of GKB visitors, the researcher took some samples for GKB visitors. The research sample of this research was selected based on purposive sampling method which the respondents were selected based on several characteristics. The researcherchose people whose age were 17-25 years. According to Depkes RI (2009), this age range can be categorized as the late teens. Same with GKB visitors, the number of shop owners in GKB was too large to be analyzed, the researcher just took some sample. It was needed to minimize the errors and make more effective. The researcher randomly selected some shop owners in GKB who happened to be on the location and willing to be interviewed.

#### 3.3 Data and Data Source

The data in this research mainly in the form of words that are used in the shop names located in GKB Gresik, the result of the questionnaires and the transcription from interviewing shop owners. The words used as the shop names were photographed in the form of pictures, while the information about the language attitudes of GKB visitors toward shop names were written in several languages taken by distributing 50 questionnaires. Meanwhile information about shop owners' reason in choosing a particular language in the creation of shop names was taken by interviewing the shop owners. The data sources in this research were taken from shop names in GKB Gresik, GKB visitors, and shop owners.

#### 3.4 Research Instrument

The researcher used three instruments in this research: observation, interview, and questionnaire. The first was observation. The researcher observed the shop names in GKB Gresik in order to get information about languages displayed. When doing this observation, the researcher used a camera. It helped the researcher to take many pictures of shop names in GKB Gresik. The researcher used a smartphone camera because she did not have a digital orSLR camera. The researcher thought that it did not matter if she used a camera from her smartphone.

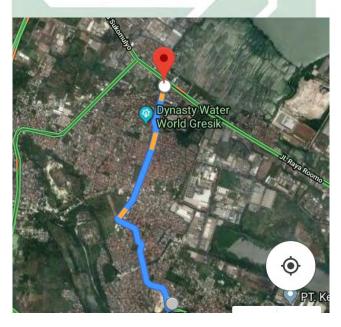
The second instrument was questionnaire. The researcher distributed 50 questionnaires to GKB visitors to know the language attitudes of GKB visitors toward shop names written in several languages. The questionnaire that the researcher used is semantic different scale. The scale began with scale 1 and ended with scale 7. It indicated the term of opposite attitude at each end. Scale one signified the smallest response toward the shop names were written in several languages while scale seven signified the highest response toward the shop names were written in several languages. The researcher distributed 50 questionnaires directly to GKB visitors who

were passing by around GKB Gresik. The questionnaire guidance can be found in the appendix.

The third instrument was interview. The researcher interviewed some shop owners in order to know the reasons in choosing a certain language to be put on the shop name. Recorder was used by the researcher to help her recordthe conversation between the shop owners and her. The list of the questions can be found in the appendix.

#### 3.5 Data Collection

In collecting the data, the researcher did several steps. Based on the research instruments, the researcher did an observation, interview and distributed some questionnaires. The first was observation. Here, the researcher collected the data in the form of pictures by using her smartphone camera as the tool of the research.



At first, theresearcher went to GKB (Sumatera, Jawa, Kalimantan Streets) to observe the shop names there. Then, the researcher photographed the shop names in order to make it easy when the researcher wanted to categorize the shop names to monolingual, bilingual or multilingual.

The second was questionnaire. The questionnaire was used to find out the language attitude of GKB visitors toward shop names written in several languages. The researchermade a questionnaire designed in a semantic differential scale. The scale was set up using polar adjectives(opposite-meaning terms) at each end. First, the researcher went to GKB (Sumatera, Jawa, Kalimantan Streets) and brought 50 questionnaires. Before distributing the questionnaires, the researcher asked the ages of the prospective respondents first. If the prospective respondent's age was about 17-25 years old, then the researcher directly distributed the questionnaires and requested the respondent to rate the stimulus (shop names written in several languages).

The last was interview. The researcher interviewed some shop owners about the reasons why they used a particular language in the creation of sign. The interview guidelines are attached in the appendix. The researcher interviewed the shop owners randomly. First, the researcher directly asked the shop keeper if the researcher could meet the shop owner or not. If the researcher came to the shop and the shop owner was not at the location, the researcher would look for another shop whose owners were present at the shop. After meeting the shop owners, the researcher asked several questions to know the reason why they chose a particular language in the creation of

their shop names. When the researcher interviewed the shop owner, she used her smartphone to record the conversation.

#### 3.6 Data Analysis

In analyzing the data, the researcher did some steps in order to answer each research question in this research. The first question is about the language displayed. The steps to analyze the data were:

- a) The researcher sorted all the shop signs that could be seen in GKB. In this step, the researcher made an empty folder in her laptop to place all the data that were in the form of photos.
- b) After placing the photos of shop signs in one folder, the researcher categorized them into monolingual, bilingual and multilingual. The language categorization was done by looking up the words in online dictionaries, which were Merriam-Webster for English, Kamus Besar Bahasa Indonesia (KBBI) for Indonesian, mongosilakan.net for Javanese, qaamus.com for Arabic, kamusjepang.com for Japanese, id.glosbe.com for Italian and dict.com for Spanish. If the shop names contains only one language, it categorized as monolingual shop name. Ifshop names contained two languages, it would be categorized as bilingual shop names. However, if there weremore than two languages used in a shop name, it would be categorized as a multilingual shop name. To make it easier, the researcher made some folders again. She named the folder "monolingual", "bilingual" and "multilingual".



c) Then, the researcher counted the amount of each language showed in shop names located in GKB. After that, the researcher counted the percentage of each language with the formula below:

Percentage = 
$$\frac{X}{Y} \times 100\%$$

Where:

X: the number of shop names using certain language (Indonesian/English/etc)

Y: the total number of shops

d) After counting all of the percentages of each language, the researcher made a table to show the languages displayed to make the reader understand easily.

Total	Group	Languages	Number	Percentage
	Monolingual			%
Shops	( shops)			%
				%
				%
				%
				%
	Bilingual			%
	( shops)			%
				%
				%

	 	%
Multilingual	 	%
( shop)		

e) Then, the researcher also made some pie charts in order to show the percentage of monolingual and bilingual shop names' percentage.

This is an example of a monolingual shop name's pie chart:



This is an example of a bilingual shop name's pie chart:



f) Last, the researcher made a conclusion to answer research question number one about languages displayed on the shop names in GKB.

The second question is about GKB visitors' language attitudes toward shop names written in several languages. The steps were:

- a) First, the researcher counted how many people chose value 1, value 2, value 3, value 4, value 5, value 6 and value 7 in every item.
- b) After that, the researcher replaced the raw data into the table below:

## 1. INTERESTING NAME – UNINTERESTING NAME

SHOP	SCALE VALUE						
NAMES	1	2	3	4	5	6	7
<i></i>							
· · · · · · · · · · · · · · · · · · ·							

#### 2. EASY-TO-REMEMBER NAME – DIFFICULT-TO-REMEMBER NAME

SHOP	SCALE VALUE						
NAMES	1	2	3	4	5	6	7
				,/			
				<i>f</i>			

#### 3. EXPENSIVE SHOP – CHEAP SHOP

		_					
SHOP	SCALE VALUE						
NAMES	1	2	3	4	5	6	7
						•••	
• • • • • • • • • • • • • • • • • • • •							

#### 4. MODERN SHOP – OLD FASHION SHOP

SHOP	SCALE VALUE						
NAMES	1	2	3	4	5	6	7
	• • •						• • •

c) Then, after the researcher placed the data in the form of a table, the researcher calculated the mean score of each language in each item. The formulae of calculating the mean score of a semantics differential scale is:

Mean score = 
$$\frac{\sum (Xi \times Yi)}{N}$$

Where:

Xi: the number of respondents who chose the value

Yi: value

N: the total number of the respondents

d) Next, the researcher put the result of the mean score of each language in every item in one table.

STATEMENTS	MEAN SCORE				
STATEMENTS	Indonesian	English	Javanese		
Uninteresting name –					
Interesting name					
Difficult-to-remember	• • • •		••••		
name – Easy-to-					
remember name					
Cheap shop -	••••		••••		
Expensive shop					
Old fashion shop -		••••			
Modern Shop					
Average Mean Score	••••	• • • •			

- e) Then, after the researcher knew the mean score of each language in every item, the researcher began to classify the mean score into two: mean score which is above 4.00 signifies positive attitude, while mean score which is under 4.00 signifies negative attitude.
- f) Last, the researcher made a conclusion to answer research question number two about language attitudes of GKB visitors toward shop names written in various languages.

And the last question is about the reason why the shop owners chose a particular language in the creation of their shop names. The steps were:

- a) First, the researcher listened to the recorded audio and directly typed the results of the interview with the shop owners in *Microsoft Word*. In the first phase of listening, the researcher wrote everything that she could hear. In the second phase of listening, the researcher cross-checked the result between the audio and the transcription that she typed in *Microsoft Word*. Were they the same? Was there still a missing word or sentence? If yes, the researcher replayed the recorded audio for several times until she could get the right transcription.
- b) After the researcher had the transcription, she analyzed the result of the interview with coding. The researcher marked and highlighted the shop owner's reasons

- A.: Pertama-tama perkenalkan nama saya Eka Oktaviani dari UIN Sunan Ampel Surabaya jurusan Sastra Inggris semester 7. Nah saya berniat untuk mewawancarai Ibu itu untuk skripsi saya tentang perihal nama toko. Pertama hal-hal apa aja sih Bu yang Ibu pertimbangkan untuk pembuatan nama toko?
- B : Kalau awal mulanya ini memang kan turun temurun. Jadi dari Ibu terus baru kita yang pegang. Ini nama adek saya. Adek yang paling kecil. Soalnya dia anak yang paling diharapkan. Anak pertama kedua laki Mbak. Terus yang terakhir itu perempuan. Jadi seneng. Akhirnya namanya dipake (using their own name)
- A.: Apa ada alasan memilih .. Ini kan "snack" ya? Dari Bahasa Inggris. kenapa kok memilih Bahasa Inggris gitu?
- B. Sebenemya awalnya itu "Dinda Oleh-Oleh". Cuman ini kan setelah kita pegang kok kayaknya kurang menarik. Aku pinginnya itu ada customer anak-anak muda. Jadi tak bagi antara Bahasa Indonesia sama Bahasa Inggris. Mangkaya namanya "Dinda Snack"
- c) After analyzing and answering all of the research questions, the researcher made a conclusion.

#### **CHAPTER IV**

#### FINDING AND DISCUSSION

This chapter divides into two: finding and discussion. In the finding, the researcher presents the result of data analysis. While in the discussion, the researcher explains the finding more detail.

## 4.1 Finding

#### 4.1.1 Languages Displayed in Gresik Kota Baru (GKB)

Seven languages are used in the creation of shop names. In the first, the writer made a hypothesis that there are only a few languages that are used as shop names in Gresik Kota Baru (GKB). Surprisingly, after the writer did an observation in GKB, the writer found that there are seven languages used in the creation of shop names. Monolingual, bilingual and even multilingual shop names are used to attract local citizen and also foreigners from other countries.

The researcher provides a table which contains the languages displayed on the shop names located in GKB that is shown in Table 1.

Table 1: Languages Displayed on Shop Names in GKB

Total	Group	Languages	Number	Percentage		
214	Monolingual	Indonesian	77	35.98%		
shops	(134 shops)	English	43	20.09%		
		Japanese	6	2.80%		
		Arabic	5	2.35%		
		Javanese	2	0.93%		
		Italian	1	0.47%		
	Bilingual	Indonesian-English	51	28.83%		
	(79 shops)	Indonesian-Javanese	15	7.01%		
		Indonesian-Arabic	5	2.35%		
		English-Arabic	8	3.74%		
		English-Spanish	1	0.47%		
	Multilingual	Indonesian-English-	1	0.47%		
	(1 shop)	Javanese				

From the table above, it can be seen that Indonesian has the highest percentage among the others (35.98%) which makes Indonesian become a dominant language used as the shop names in GKB. The second highest percentage is Indonesian-English (28.83%) and followed by English (20.09%).

There are many languages that is showen on the shop names in GKB Gresik. There are 7 languages in total: Indonesian, English, Japanese, Arabic, Javanese, Italian and Spanish. Those languages are presented in monolingual, bilingual and multilingual. From 214 shops, there are 134 shop names written in monolingual signs, 79 shop names are written in bilingual signs and there is only 1 shop name is written in multilingual sign.

There are many shop names in GKB that used monolingual signs. It has the highest amount (134 shops) compared to bilingual and multilingual shop names.

More than half of the shops in GKB used monolingual. Shop owners chose to use just one language as the name of their shops.

The second highest amount is bilingual (79 shops). In this case, shop owners chose to use more than one language as the name of their shops. It can be Indonesian mixed with English, English mixed with Japanese, Indonesian mixed with Javanese and etc. Although bilingual sign is in the second place, it still counts as a huge number compared to multilingual sign.

While the lowest amount is multilingual (1 shop). This shop used more than two languages as a shop name. The shop name is written in Indonesian-English-Javanese.

#### 4.1.1.1 Monolingual

Monolingual sign has the highest amount compared to bilingual and trilingual sign. From 214 shops in GKB, the total of the shop names written in monolingual is 134 shops. There are 77 shop names written in Indonesian, 43 shop names written in English, 6 shop names written in Japanese, 5 shop names written in Arabic, 2 shop names written in Javanese, and there is only 1 shop name written in Italian. For detail information, look at Figure 2.



Figure 2 : Percentages of Monolingual Shop Names in GKB

From the chart above, it can be seen that Indonesian language has the highest percentage of monolingual shop names (57.46%). Because this research is conducted in Indonesia, it is very clear that most of the shop names in GKB are written in Indonesian. It also shows that Indonesian language as the national language of Republic Indonesia is not inferior to foreign languages. The second highest percentage of monolingual shop name is written in English (32.09%). English has become like the third language of Indonesian beside Indonesian language as the national language and the local language. So, not surprise if there are many shop names in GKB written in English. The third highest percentage of monolingual shop names is written in Japanese (4.48%). Surprisingly, shop names written in Japanese turns out to be more than shop names written in Javanese (1.49%) which is the local language of Gresik people. Shop name written in Arabic is in the third lowest

position (3.73%). Although Gresik is dominated with Muslim and known as *Kota Santri*, that does not make shop names written in GKB much written in Arabic. Meanwhile, the lowest percentage of monolingual shop name in GKB is written in Italian (0.75%).

As stated earlier, Indonesian language is the national language of the Republic Indonesia. From 214 shops, there are 77 shop names written in Indonesian language. It means that people in GKB actually prefer to use Indonesian language to be put in the shop names beside other languages. The example of shop names written in Indonesian can be seen at Figure 3.



Figure 3: Shop Name Written in Indonesian

Figure 3 is an example of a shop name written in Indonesian. We can see that the owner chose to use just one language that is Indonesian to be put on the shop name, so it classified as monolingual. The shop name is *JASA LENSA*. "*Jasa*" means service while "*Lensa*" means lens. It basically a shop that provide services for lens and a shop that sell glasses. From that language, we can know that the shop owner targets Indonesian people as the consumers. Because Indonesian language is

understood by Gresik people, it can make people easily understand and know that *JASA LENSA* is a shop that provides services for lens. It can also make people interest because they know what is the meaning of the shop name. So, if their lenses are broke, they automatically remember that there is a shop in GKB that can repair their broke lenses that is *JASA LENSA*.



Figure 4: Shop Name Written in English

While Figure 4 is an example of a shop name written in English. The shop name is PIZZA TIME. The shop owner directly put the food that he or she sells through the shop name. From that shop name, people can easily know that the shop sells pizza as their main menu. Shop with name like this is very attractive because it directly shows the food that the shop sells and added by the word "time". It is like carrying an aura of excitement when people saying the shop name. English also gives good impression that can make people interest to visit a shop. Although English is a foreign language, of course GKB people know what *PIZZA TIME* means because it just consists of two easy word that are "pizza" and "time".



Figure 5 : Shop Name Written in Javanese

Figure 5 is an example of a shop name written in Javanese. The shop name is *JOYO MULYO*. "*Joyo*" means glorious while "*mulyo*" means honour. It is a shop that provides a service for car's air conditioner. As the researcher knows, Javanese people believe that good name can bring luckily. *JOYO MULYO* itself has a good meaning, it can be that the shop owner also want her or his shop can be always glorious and seen as a good shop by many people. The local language of GKB people is Javanese. With the existence of shop names written in Javanese, it proves that Javanese as a local language is not eroded by the times.



Figure 6 : Shop Name Written in Arabic

For the example of a shop name written in Arabic, take a look at Figure 6. The shop name is *KAROMAH*. It written in the latin inscription, not in the Arabic alphabet. In Islam, *karomah* means glory or honor. Arabic identical with Islam, while name definitely presents good meaning. There is no name with a bad meaning because name is a prayer. It can be that the shop owner intentionally made a shop name in Arabic with the aim that the shop will running smoothly and success.



Figure 7: Shop Name Written in Italian

Figure 7 is an example of a shop name written in Italian. The shop name is *CENTRO*. It means center. If we take a look at the shop name only, we as Indonesian people barely know what does the shop sells. But, there is a description that explains what the shop actually sells under the shop names. It written "*pusat furniture terlengkap*" which means complete furniture center. Actually, Gresik people barely know and understand Italian language. So, the shop owner made a simple description under the shop name written in Indonesian to make people understand easily. Using a foreign language as a shop name has a plus and minus value. The plus value is it can be a special attraction. People will interest while looking at the shop name written in foreign language. Then, they begin to curious about that shop and finally decide to

come to the shop. But, there is also the negative value that is people will not interest because they do not know the language.



Figure 8: Shop Names Written in Japanese

While Figure 8 is an example of shop names written in Japanese. In the left, there is a shop named *DORAYAKI*. It is written in the form of latin inscription, not in the form of Japanese alphabet (*Kanji*). *Dorayaki* itself is a traditional Japanese cake that has a round shape and made from two pancakes that are glued with red peanut butter. When people look at this shop name, people might expect that this shop sells *dorayaki* but the fact is not like that. This shop does not sell *dorayaki*. Same with a shop named *CENTRO* (Figure 7), this shop name also does not stand alone. There is a little description about what the shop sells: *Yakiniku* and *Shabu-Shabu*. *Yakiniku* is a Japanese term for grill meat. So, there will be a stove and grilling tools on the table. People can cook their meat by themselves. *While Shabu-Shabu* is a Japanese term for stew. People can put many foods such as slices of very thin meat, mushroom, vegetable and many more that cooked in a pan filled with boiling water. So, *DORAYAKI* is a shop that sell *yakiniku* and shabu-*shabu*.

In the right, there is a shop named *ICHI SUSHI* — 寿司. It is written in the form of latininscriptionand Japanese alphabet. "*Ichi*" means one, while "*Sushi*" is a Japanese food that consists of rice rolled with seafood (it can be raw or cooked), meat and vegetable. 寿司 also means *sushi*. It just written in a Japanese alphabet but does not has different meaning with the words in front of it. So, based on the shop name, *ICHI SUSHI*— 寿司means a number one place to eat *sushi*.

So, those are the monolingual shop names in GKB. There are several shop names used foreign language but written in the form of latin inscription. It can be seen that they want to make a unique shop names which can still be read and understood by GKB visitors.

## 4.1.1.2 Bilingual

The second is bilingual. The total of shop names written in bilingual is 79. Itis just around a half of monolingual shop names, but it still counts as a huge amount when it compared to multilingual shop names. There are 51 shop names written in Indonesian-English, 15 shop names written in Indonesian-Javanese, 8 shop names written in English-Arabic, 5 shop names written in Indonesian-Arabic, and 1 shop name written in English-Spanish. For detail information, take a look at Figure 9.



Figure 9: The Percentage of Bilingual Shop Names

From the pie chart above, it can be seen that Indonesian-English language has the highest percentage of bilingual shop names (64.56%). The position of Indonesian as the national language is inseparable from the language choice used in the shop names, as well as English which has become the main foreign language learned by Indonesian people since in kindergarten. The second highest percentage of bilingual shop name is written in Indonesian-Javanese (18.99%). Again, Indonesian as the national language remains the shop owners' choice in the creating shop names. The third highest percentage of bilingual shop names is written in English-Arabic (10.13%). The majority of Indonesian people are Muslims, as well as the people who live in GKB. Not surprised anymore if there are several shop names written in Arabic. The combination between English and Arabic is a good idea because it can attract not only local customer but also foreign customer. While shop name written in Indonesian-Arabic is in the second lowest position (6.33%). Surprisingly, the combination of Indonesian as the local language and Arabic has a low percentage

than shop names written in the combination of English and Arabic. Meanwhile, the lowest percentage of bilingual shop name in GKB is written in English-Spanish (1.27%).



Figure 10: Shop Name Written in Indonesian-English

Figure 10 is an example of a shop name written in Indonesian-English. We can see that the owner chose to use two languages that are Indonesian and English to be put on the shop name, so it classified as bilingual. The shop name is *BINTANG PARTY*. "*Bintang*" means star while "*Party*" means party. From the shop name, it can be seen that *BINTANG PARTY* sells equipments for party. Party is identical with sparkling things, as well as star. Star also identical with sparkling lights. So, the shop owner likens the star as a sparkling thing which will give a happy effect in your party.



Figure 11: Shop Name Written in Indonesian-Arabic

The example of a shop name written in the combination of Indonesian and Arabic can be seen on Figure 11. The name of the shop is *FATHONA MEBEL*. The Arabic word which is "fathona" is written in the latin inscription, not in Arabic alphabet. "Fathona" means smart while "Mebel" means furniture. So, *FATHONA MEBEL* is a shop that sells furniture. It can be seen that the owner chose to use *fathona* with the hope that people will be interested in visiting his or her shop because the shop name itself contains the word "smart". Which buyer will be interested in a shop that has "stupid" name when there is a "smart" shop? No one.



Figure 12: Shop Name Written in Indonesian-Javanese

Figure 12 is an example of a shop name written in Indonesian-Javanese. The shop name is *WARKOP EMAK*. "*Warkop*" stands for *warung kopi* which means coffee shop while "Emak" means mother. So, *WARKOP EMAK* is a shop that sells coffee. From the shop names, it can be seen that the shop owner wants to create an environment like in a home. When someone in a home, he or she definitely feels comfortable, so do the shop owner. She or he wants the customer feel comfortable when visiting his or her shop.



Figure 13: Shop Name Written in English-Arabic

While Figure 13 is an example of a shop name written in English-Arabic. The name of the shop is *MARYAM KIDS SHOP*. "Maryam" is written is the latin inscription. In Islam, "*Maryam*" is the name of Prophet Isa's mother while "*Kids Shop*" means kids shop. So, *MARYAM KIDS SHOP* is a shop that sells Muslim kids clothes. It can be seen that the shop owner intentionally used *Maryam* to be put on the shop names because it is suitable or matches with the product that the shop sells. Maryam is a blessed woman who obey God, likewise with the product that this shop sells. But it also can be that Maryam is the shop owner's name. *MARYAM KIDS SHOP* sells clothes that are in accordance with Islamic Shari'a.



Figure 14: Shop Name Written in English-Spanish

The example of a shop name written in the combination of English and Spanish can bee seen on Figure 14. The name of the shop is *EL-CLASICO CAFÉ*. "El-Clasico" means the classic, while "café" means café. So, *EL-CLASICO CAFÉ*means the classic café. From the shop name, it can be seen that the shop owner wants to make a café with classic concept. Although Indonesian people barely know Spanish, it can be a special attraction for this shop.

## 4.1.1.3 Multilingual

Meanwhile, multilingual shop name is the least than monolingual and bilingual. Not many shops in GKB use more than two languages to be put in their shop names. There is only one shop name written in multilingual that is Indonesian-English-Javanese.



Figure 15: Shop Name Written in Multilingual

Figure 15 is an example of a shop name written in multilingual. The name of the shop is *IJO EDI JAYA SPEED SHOP*. "*Ijo*" means green, "*Edi*" is Indonesian name, "*Jaya*" means glorious while "*speed shop*" means speed shop. From the shop name, it can be seen that *IJO EDI JAYA SPEED SHOP* is a shop that are related to speed, or by other names, workshops. The shop owner used three different languages to be put on the shop name. Actually, it can be an attractive shop name because it is so unique but it also can be a confusing shop name because it has too many languages.

# 4.1.2 GKB Visitors' Attitude Toward Shop Names Written in Various Languages

Semantic differential scale questionnaires are distributed to know the GKB visitors' responses toward shop names written in various languages (Indonesian, English, Javanese, Arabic, Italian, Japanese, Indonesian-English, Indonesian-Arabic, Indonesian-Javanese, English-Arabic, English-Spanish and Indonesian-English-Javanese).

The visitors' responsestoward shop names written in various languages can be classified into two: positive attitude and negative attitude. Mean score which is above 4.00 signifies positive attitude meanwhile mean score which is under 4.00 signifies negative attitudes.

Table 2 : Average Mean Score

		MEAN SCORE											
NO	STATEMENTS	Indo	Eng	Java nese	Arabic	Italian	Japan ese	Indo- Eng	Indo- Arabic	Indo- Javanese	Eng- Arabic	Eng- Spanish	Indo- Eng- Javanese
1.	Uninteresting Name – Interesting Name	4.06	<mark>5.58</mark>	5.20	4.48	4.64	4.62	3.78	3.54	5.32	3.96	5.30	3.12
2.	Difficult-to- remember name – Easy-to- remember Name	5.38	4.58	4.98	5.90	4.54	3.96	4.40	4.42	5.29	3.64	4.26	4.38
3.	Cheap Shop – Expensive Shop	3.58	5.48	3.66	3.66	4.98	3.10	4.62	4.24	3.92	4.52	5.36	3.92
4.	Old-fashioned Name – Modern Shop	4.06	<mark>6.04</mark>	3.74	3.50	5.28	5.33	4.84	3.86	4.46	4.56	5.50	3.02
Average mean score		4.27	<b>5.42</b>	4.39	4.39	4.86	4.25	4.41	4.01	4.75	4.17	5.10	3.61

Item 1 states "uninteresting name – interesting name". Based on the table above, it can be seen that English has the highest mean score (5.58) followed by Indonesian-Javanese (5.32) and English-Spanish (5.30). Meanwhile, shop names written in Indonesian-English-Javanese has the lowest mean score (3.12). Shop names written in Indonesian, English, Javanese, Arabic, Italian, Japanese, Indonesian-Javanese and English-Spanish have mean scores above 4.00. Automatically, their mean score classified as positive attitude and GKB visitors tend to consider that shop names written in those languages are interesting. In contrast, shop names written in Indonesian-English, Indonesian-Arabic, English-Arabic and Indonesian-English-Javanese have mean scores under 4.00 which is classified as negative attitude and GKB visitors tend to consider that shop names written in those languages as uninteresting names.

Item 2 states "difficult-to-remember name – easy-to-remember name". This item is made to show the level of difficulty of shop names that can be remembered by

GKB visitors. From the data above, Arabic has the highest mean score compared to the others languages (5.90) followed by Indonesian (5.38) and Indonesian-Javanese (5.29). Meanwhile English-Arabic has the lowest mean score(3.64). Shop names written in Indonesian, English, Javanese, Arabic, Italian, Indonesian-English, Indonesian-Arabic, Indonesian-Javanese, English-Spanish and Indonesian-English-Javanese have mean scores above 4.00. It can be concluded that their mean score classified as positive attitude and GKB visitor tend to consider those languages as easy-to-remember name. Meanwhile, GKB visitors tend to consider that shop names written in Japanese and English-Arabic as difficult-to-remember names because they have mean scores under 4.00.

Item 3 states "cheap shop – expensive shop". This item is created to show how GKB visitors view the price of the shops if the names are written in various languages. Based on the table above, it can be seen that English has the highest mean score (5.48) followed by English-Spanish (5.36) and Italian (4.98). In contrast, shop names written in Japanese has the lowest mean score (3.10).

Shop names written in English, Italian, Indonesian-English, Indonesian-Arabic, English-Arabic, English-Spanish and Indonesian-English-Javanese have mean scores above 4.00. It means that shop names written in those languages get positive attitude from GKB visitors and GKB visitor tend to consider that shop names written in those languages as expensive shops. Unfortunately, there are five shop names get negative attitude from GKB visitors because their mean scores under 4.00. The shop names that have negative attitude are shop names written in Indonesian,

Javanese, Arabic, Japanese and Indonesian-Javanese and GKB visitor tend to consider that shop names written in those languages as cheap shops.

Item 4 states "old-fashioned shop – modern shop". This item is made to show GKB visitor's expectation about the look of the shops if the names are written in various languages. From the data above, English has the highest mean score (6.04) followed by English Spanish (5.50) and Japanese (5.33). In contrast, Indonesian-English-Javanese has the lowest mean score (3.02). Shop names written in Indonesian, English, Italian, Japanese, Indonesian-English, Indonesian-Javanese, English-Arabic and English-Spanish have mean scores above 4.00. Automatically, their mean score classified as positive attitude and GKB visitors tend to consider that shop names written in those languages as modern shops. Meanwhile Javanese, Arabic, Indonesian-Arabic and Indonesian-English-Javanese have mean scores under 4.00 that make them classified as negative attitude. GKB visitors tend to consider that shop names written in those languages as old-fashioned shops.

In conclusion, GKB visitors have positive attitude almost toward all the shop names written in various languages (Indonesian, English, Javanese, Arabic, Italian, Japanese, Indonesian-English, Indonesian-Arabic, Indonesian-Javanese, English-Arabic and English-Spanish). GKB visitors only have negative attitude toward shop names written in Indonesian-English-Javanese.

# 4.1.3 Shop Owners' Reason in Choosing Particular Language in the Creation of Shop Names

The language written in shop names has a commercial function. Shop name is a very important thing because it is an identity for a business. A good shop name is created with the hope to attract local customers and even foreigners to visit a shop. In order to make it as good as possible, the owners have to think seriously what language they will use. Is it contains of one language, two languages or even three languages. These owners' reasons in choosing particular language in the creation of shop names can be described in the term of remembering, following the trend, using their own name and being anti-mainstream.

## 4.1.3.1 Remembering

According to Cambridge Dictionary, remember is to be able to bring back information into your mind or to keep the information in your memory. That definition matches with this case. Every shop owner definitely wants their shop names to be easily remembered by many people. So, they have to make a shop names that contain interesting words or languages. The more attractive and easy-to-remember shop names, the higher the desire of the customers to visit or to buy their product. Take a look at Interview 2.

"Remembering. Itu yang utama. Karena dengan remember orang jadi cepat ingat"

(Remembering. That's the main reason because with remembering, people will quickly remember)

From the quote above, it can be seen that remembering is one of the shop owners' motives in choosing particular language in the creation of shop names in order to make the customers easily remember their shop names. If a shop name contains difficult words, it can make people hard to remember about that shop name.



Figure 16: Example of easy-ro-remember Shop Name

Figure 16 is the picture of *PETSHOP KU*. From that picture, it can be seen that *PETSHOP KU* is an easy-to-remember shop name because it contain easy words: "pet shop" and "ku". "Pet shop" is written in English while "ku" is written in Indonesian. The word "Ku" in English is "My". He used simple words that used in daily life in order to make people easily remember. So basically, *PETSHOP KU* is a shop that sells anything about pet ranging from cages to pet's foods.

"Iya, Cuma untuk supaya orang mudah inget. Kemudian kita bisa bercanda di telefon "Dengan Petshop Ku?" "Bukan Bu. Ini Petshop Ku". Gitu. Cuma joke-joke biasa tapi orang akan ingat." (Interview 2)

(Yes, to make people easily remember. Then, we can joking on the telephone "With Petshop Ku?" "No, miss. This is Petshop Ku" Like that. Simple joke but can make people easily remember)

The writer noticed that *PETSHOP KU*'s owner mention the word "remember" two times. It means that he really wants to make a shop name with the aim that people will easily remember his shop name. He creatively made a shop name that intentionally created an ownership.

## 4.1.3.2 Following the Trend

Trends always change anytime. For example, the trend in October is using red lipstick and then in November the trend is already different. It can be using nude lipstick that can make a makeup looks more natural. That is trend. Always change, always different. Let's take a look at Interview 6.

"Saya memilih Bahasa Inggris karena terdengar lebih casual, tidak terlalu formal gitu Mbak. Misal memakai "busana" kan kayak formal banget "Zura Busana". Terlalu formal kalau menurut saya. Jadi saya memilih "fashion"

(I chose using English because it sounds casual, not too formal. For example, using the word "busana" for my shop name, it seems very formal. ZURA BUSANA. So, I chose to use "fashion" rather than "busana").

From the quote above, it can be seen that ZURA FASHION's owner chose to use English to be put on her shop name because English sounds more casual than Indonesian in the context of word "fashion".

"Iya Mbak. Iya, alasan lain karena terdengar kekinian. Bagus. Bagus juga pakai nama Zura. Menurut saya juga menarik namanya, cocok sama konsep toko saya" (Interview 6)

(Yes, the other reason is because this sounds kekinian and cool. It is good too using the name Zura. In my opinion, my shop name is interesting, it mach with the concept of my shop)

Besides English sounds more casual than Indonesian, *ZURA FASHION*'s owner chose to use English to be put on her shop name because she thinks that English words sounds *kekinian*. *Kekinian* is an Indonesian slang word which means a situation about the current trend or what is popular today. Using foreign language is indeed a trend nowadays. Start from people combining some words in everyday conversation and even combining some words to be used in the shop name.

Shop owners in GKB chose certain languages that make their shops look modern with following the trend. Most of them chose foreign languages rather than Indonesian as a mother language nor Javanese as the local language of Gresik people because they want to follow the trend in order to attract many customers. They might think that if they use Indonesian or Javanese as their shop names, it will be out-dated.

#### 4.1.3.3 Using Their Own Name

Some people believe that good names definitely have good meanings or *do'a*, same with the shop owners in GKB Gresik. There are many shop names that used their own name, their daughter's name and even their sister's name as their shop names. Let's take a look at Interview 3.

"Kalau awal mulanya ini memang kan turun temurun. Jadi dari Ibu terus baru kita yang pegang. Ini nama adek saya. Adek yang paling kecil. Soalnya dia anak yang paling diharapkan. Anak pertama kedua laki Mbak. Terus yang terakhir itu perempuan. Jadi seneng. Akhirnya namanya dipake"

(At the beginning, this shop was hereditary. So, from those originally handled by my mother, then we handle it now. This is my little sister's name because she is the expected child. The first and the

second children are male, then the last one is female. So, my parents are happy. In the end, my little sister's name is used as the shop name)

From the quote above, it can be seen that the use of name to be put on a shop name is taken from the name of one family member. Select a shop name certainly has a certain reason and history from the shop owner, as well as *DINDA'S SNACK*. The use of the name "*Dinda*" as the shop name has its own unique story. The shop owner really wants to have a daughter because the first and the second children are male. So, the use of "*Dinda*" as the shop name is also one form of gratitude for having been blessed with a daughter by God.



Figure 17: Example of Shop Names that Using Their Family Name

## 4.1.3.4 Being Anti-Mainstream

According to Cambridge Dictionary, mainstream is considered as a normal or common condition that accepted by most people. While anti-mainstream is a condition where we are not in a common zone and it can be different from the other. One of shop owners' reason in creating a shop name is being anti-mainstream.



Figure 18: Example of Anti-mainstream Shop Name

Based on the picture above, it can be seen that the shop owner expressly wants to make a shop name that is different from other shops. He created his shop name by combine three languages: Javanese, Indonesian and English. Of course this is can be a main attraction that can attract customers to visit that shop.

"Karena kita ini mau tampil yang beda" (Interview 1)

(Because we want to look different)

As the researcher states before, *EDI JAYA SPEED SHOP*'s owner wants to make his shop looks different than other shops in GKB. People will glance at a shop from the shop name first. So, if the name of the shop uses common (mainstream) words, people might not be interested.

#### 4.2 Discussion

In this section, the researcher discusses more detail about the finding of this research. Shop names are certainly made by the shop owners for certain reasons that aim to attract customers. In this research, the researcher discusses linguistic landscape

focused on shop names located in Gresik Kota Baru (GKB) by adding two different perspectives both from GKB visitors as the shop names' reader and also shop owners as the shop names makers.

From the data analysis, it can be seen that shop names in Gresik Kota Baru (GKB) use more monolingual (63.98%) than bilingual (35.54%) and multilingual (0.47%). From 214 shop names in GKB, the researcher found seven languages displayed on the shop names. The languages are Indonesian, English, Japanese, Arabic, Javanese, Italian and Spanish. Out of 214 shops in GKB, there are 77 shop names written in Indonesian that make Indonesian is the most widely used language in the creation of shop names in GKB. Yannuar and Tabiati (2016) also found that monolingual signs written in Indonesian had the highest percentage compared to other. With the presence of many shops that use Indonesian as their shop names, it is proof that Indonesian as a national language of republic Indonesia is not inferior to foreign languages.

The researcher not only examines what languages are displayed on the shop names, but also examines language attitude of the shop names' readers which is GKB visitors. From the data analysis, the researcher found that GKB visitors both have positive and negative attitudes toward shop names written in several languages. The mean score 5.42 signifies that English has the highest mean score compared to the other languages. It shows that GKB visitors tend to have positive attitude toward shop names written in English. This finding is inversely proportional with the results of languages displayed that show that Indonesian shop names have the highest

percentage. Even though in GKB there are many shop names written in Indonesian, it turns out that GKB visitors have more positive attitudes toward shop names written in English (5.42) than shop names written in Indonesian (4.27). This finding is relevant with Liu et al. (2006)'s statement that customers who live in developing countries would prefer to buy products or brands from developed countries. Similar to this, people in Indonesia also tend to have more positive attitude toward shop names written in English than shop names written in Indonesia because they would prefer to see shop names written in other developed countries' languages. Lauder (2008) stated that the evidence of English as a global language can be seen by abundant uses of English in various fields. Meanwhile, Rohmah (2015) stated that English as a world language is not merely an international language. It means that English is not only an international language which is used in any international communication but also can be used as a lingua franca. Because of the status of English as a global language, people will tend to like English more and also tend to have positive attitude toward English. It is not surprising that English becomes the language which is preferred by GKB visitors.

Not only have positive attitude, GKB visitors also have negative attitude. They have negative attitude toward shop names written in Indonesian-English-Javanese (3.61). There is only one shop that combines Indonesian as the national language of Republic Indonesia, English as the global language and Javanese as the local language of Gresik people. The shop owner deliberately chose to combine three languages with the aim of want to be different from the other shops. In fact, the aim

of the shop owner that wants to be different is in contrast with the result of the language attitude of GKB visitors. Unfortunately, GKB visitors tend to have negative attitude toward this shop name. Negative attitude towards languages is a rejection toward languages. Haerudin (2010) stated that negative attitude towards languages can happen when people do not support the existence of certain languages. Different from that statement, it does not mean that GKB visitors reject the existence of Indonesian (4.27), English (5.42) and Javanese (4.39). GKB visitors just tend to dislike seeing all those three languages are combined and put as a shop name.

After discussing language displayed and GKB visitors' attitude, the last research question is about shop owners' reasons in choosing particular language in the creation of their shop names. From the data analysis, the shop owners' reason in choosing particular language as their shop names are remembering, following the trend, using their own name and being anti-mainstream. Ben-Rafael et al. (2006) stated that there are three reasons behind language dominance and language choice in linguistic landscape such as power relationship, identity of community, self-presentation and customer's reaction and influence. In this case, customers' reactions also influence shop owner in choosing a particular language. By following the trend, the shop owners in GKB also pay attention to customer's reaction before creating shop name. English as a global language also becomes one of the reasons in choosing English as a shop name.

#### **CHAPTER V**

#### **CONCLUSION AND SUGGESTIONS**

This chapter consists of conclusion and suggestion. The researcher presents a conclusion of this research and also gives some suggestions to researchers in the future.

#### 5.1 Conclusion

After analyzing the data, the researcher makes a conclusion based on the research finding. The first question is about language displayed. There are many languages that showed on the shop names in GKB. There are 7 languages in total: Indonesian, English, Japanese, Arabic, Javanese, Italian and Spanish. Those languages are presented in monolingual, bilingual and multilingual. From 214 shops, there are 134 shop names are written in monolingual, 79 shop names are written in bilingual and there is only 1 shop name is written in trilingual. Indonesian has the highest percentage among the others (35.98%) which makes Indonesian become a dominant language used as the shop names in GKB.

The second question is about language attitude. GKB visitors have positive attitude almost toward all the shop names written in various languages (Indonesian, English, Javanese, Arabic, Italian, Japanese, Indonesian-English, Indonesian-Arabic, Indonesian-Javanese, English-Arabic and English-Spanish). GKB visitors only have negative attitude toward shop names written in Indonesian-English-Javanese.

And the last question is about shop owners' reason in choosing particular language. These owners' reasons in choosing particular language in the creation of shop names can be described in the term of remembering, following the trend, using their own name and being anti-mainstream.

## **5.2 Suggestions**

Based on the scope and limitation of the study, the researcher makes some suggestion for the next researcher in the future. This research only focused on shop name, it will be interesting if the next researcher not only analyzes the shop name, but also all the words in the shop sign such as the description under the shop names, and maybe the street name. In addition to that, this research subjects are only teenager aged between 17-25 years old, it will be better if the next researcher can distribute the questionnaires to all people from different ages such as adults and elderly. The next researcher can also analyze the motives influencing the language attitude of the visitors.

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