

**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

UIN Sunan Ampel Surabaya



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2019

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Declares that the thesis under the title *Linguistic Landscape: A Case Study of Shop Names in Gresik Kota Baru (GKB), Gresik.* is my original scientific work which has been conducted as a partial fulfillment of the requirements for the Bachelor Degree and submitted to the English Department, Arts and Humanities Faculty of Sunan Ampel State Islamic University. Additionally, it does not incorporate any other text from the previous experts except the quotations and theories itself. If the thesis later is found as a plagiarism work, the writer is truthfully responsible with any kind of suitable rules and consequences.

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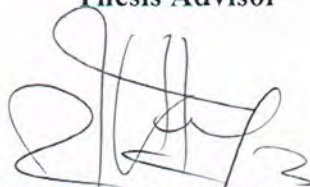
**Linguistic Landscape: A Study of Shop Names in Gresik Kota Baru (GKB),
Gresik**

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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 signs written 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 Fakhroh 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 Fakhroh 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

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 a certain 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.

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 distributed 50 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 researcher chose 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 or SLR 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

At first, the researcher 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 researcher made 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

- 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

Table 1 : Languages Displayed on Shop Names in GKB

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

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 shown 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.

Table 2 : Average Mean Score

NO	STATEMENTS	MEAN SCORE											
		Indo	Eng	Javanese	Arabic	Italian	Japanese	Indo-Eng	Indo-Arabic	Indo-Javanese	Eng-Arabic	Eng-Spanish	Indo-Eng-Javanese
1.	Uninteresting Name – Interesting Name	4.06	5.58	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	6.04	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	5.42	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.

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.

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