# LINGUISTIC LANDSCAPE OF ADVERTISING BILLBOARDS IN SURABAYA THESIS



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#### **ABSTRACT**

Perdana, R. (2020). *Linguistic landscape of advertising billboards in Surabaya*. English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul Milal, M.Pd.

Keywords: Linguistic landscape, Advertising billboard, Language used, Function of signs

Recently, in several major cities or even in the nation's capital can be encountered plenty of signs on roadside easily. The signs are established for a particular function such as direction, marketing, announcing an event, or launching a product with a purpose to give information of the people. Interestingly, the signs are written in assorted languages, especially always involving English as an international language and other languages. It can deal with the linguistic landscape, which gives a description of certain place about language, culture, or tradition on public road signs, advertising billboards, street names, place names, business signs, and public signs on government buildings (Laundry and Bourhis, 1997, p. 25).

This study analyzes language use and the function of the sign at the advertising billboard on Basuki Rachmat and H.R Muhammad street in Surabaya. The data are focused on form words, sentences, or phrases that attach from the data source advertising billboard. The researcher collected data by taking the picture on every advertising billboard that encountered along Basuki Rachmat and H.R Muhammad street. Then, he analyzes data about language use with coding. Furthermore, to get the frequency of language use the writer uses percentages amount about which language dominant or non-dominant and the function of signs on an advertising billboard, the writer explains the answer of function of signs by referring to the theory function of signs (Laundry and Bourhis, 1997). This study uses qualitative descriptive research. The qualitative is appropriated in answering research problems about language use and the frequency of language use. Then it is described with the writer's comprehension about the function of signs on an advertising billboard.

The researcher has found 77 photos of the advertising billboard on both roads by observation. Monolingual English and bilingual Indonesian-English become the most dominant languages used on the advertising billboard of each road. English becomes the most dominant language use on H.R Muhammad street. Meanwhile, the bilingual Indonesian-English language becomes the most dominant language use on Basuki Rachmat street in Surabaya. Moreover, the function of signs on every advertising billboards which have a symbolic and informative side are also presented.

#### **INTISARI**

Perdana, R. (2020). *Linguistic landscape of advertising billboards in Surabaya*. English Department, Faculty of Arts and Humanities. UIN Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul Milal, M.Pd.

Keywords: Lanskap Linguistik, Baliho, Penggunaan Bahasa, Fungsi Tanda.

Akhir-akhir ini, di beberapa kota besar atau bahkan ibukota negara dapat dengan mudah ditemui banyak tanda di pinggir jalan. Tanda di bangun dengan mempunyai fungsi tertentu seperti sebagai petunjuk arah, penjualan, pengumuman kegiatan atau meluncurkan produk baru ataupun memberi informasi kepada orang yang membacanya. Menariknya, tanda nya tertulis dengan beraneka ragam bahasa, khususnya selalu melibatkan bahasa Inggris sebagai bahasa International dan bahasa lainya. Ini dapat berhubungan dengan apa yang dimaksud dengan lanskap linguistik yang mana memberikan gambaran bahasa, budaya atau tradisi di beberapa tempat seperti tanda jalanan umum, nama tempat, tanda pada tempat bisnis dan tanda pada bangunan pemerintah (Laundry & Bourhis, 1997, p. 25).

Penelitian ini menganalisis penggunaan bahasa dan fungsi tanda pada baliho di jalan Basuki Rachmat dan H. R Muhammad, Surabaya. Data di fokuskan dalam bentuk kata, kalimat atau frasa yang menempel dari sumber data yaitu baliho. Peneliti mendapatkan datanya dengan cara mengambil gambar di setiap baliho yang ditemui disepanjang jalan Basuki Rachmat dan H.R Muhammad. Lalu dia menganalisis datanya tentang penggunaan bahasa dengan menyertakan coding. Selanjutnya, untuk mendapatkan bahasa yang sering digunakan penulis menggunakan jumlah persentasi untuk mendapatkan hasil tentang bahasa yang dominan atau bahasa yang tidak dominan dan fungsi tanda dalam baliho, penulis menjelaskan jawaban fungsi tanda dengan merujuk pada teori fungsi tanda (Laundry and Bourhis,1997) . Penelitian ini menggunakan penelitian deskripsi qualitativ. Qualitativ dicocokan dalam menjawab pertanyaan peneliti tentang penggunaan bahasa dan bahasa yang sering digunakan. Selanjutnya, dijelaskan dengan pemahaman peneliti tentang fungsi tanda baliho.

Peneliti telah menemukan 77 gambar di semua jalan dengan cara observasi. Monolingual English dan bilingual Indonesia-Inggris sendiri menjadi bahasa yang paling dominan pengunaanya pada Baliho di masing masing jalan. Bahasa Inggris sendiri menjadi bahasa yang paling dominan bahasa penggunaanya di jalan H.R Muhammad. Sementara bilingual Indonesia-English sendiri menjadi bahasa yang paling sering di gunakan di jalan Basuki Rachmat, Surabaya. Tambahan lagi, fungsi tanda pada setiap baliho yang mana mempunyai sisi symbol dan informasi juga di jelaskan.

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#### CHAPTER 1

#### **INTRODUCTION**

This chapter contains some explanations that relate to the introduction, such as the background of the study, statement of problems, objectives of the study, significance of the study, scope, and limitation, and definition of key terms.

#### 1.1 Background of the study

The term of linguistics landscape can be easily encountered in everyplace or anytime in a public area. The linguistic landscape is around us all the time, although we are not usually utterly conscious of it (Gorter, 2007, p. 1). Some people are not aware of signs in a public space because some of them do not understand the hidden meaning in creating the signs. The notion of a linguistic landscape can be interpreted as cases involving linguistic items in the public space. That definition is strengthened by Ben-Rafael, Shohamy, Amara, Trumper-Hetch (2006, p. 8) that linguistic landscape can also be defined as simply a description of the linguistic object presented in public space.

The meaning of the linguistic object of public space in linguistics landscape, according to Ben Rafael et al. (2006, p. 8) as the public signs, street names, shop sign, murals, or advertising billboards that is commonly found in public space. Blommaert (2013, p.200) state that space as a place for human social interaction and participate in a sequence of cultural activities. Cultural activities in the linguistic landscape that meant especially in language term. Language has two different forms, namely written and spoken. Written language includes advertising billboards, murals, shop signs, and name streets. Then, the spoken language

includes every language that comes out from spoken directly. According to Miffin (2000, p. 25) the advertising sign is created by certain words written in symbols, the function of which is to deliver a message to number of groups and for marketing purposes. Advertising is a form of communication through written media that contain messages of the products or service offered. For conveying messages, advertising signs are usually created with an attractive display in the shape of digital and audio (Supriyanto, 2008, p. 18). Advertising signs can be found in the public area that have plenty of forms such as advertising billboards. According to Suyanto (2008, p. 27) advertising billboard is an outdoor visible promotion media placed for road users with large size, striking visual and tickling messages, and generally, it is located in a crowded place where people often through the place. Moreover, advertising billboard is not always for just marketing, but it can be used to introduce, suggestion, praise, congratulation, or celebration.

Advertising billboard has various shapes from the traditional era to modern and keeps changing on. According to Suyanto (2008, p. 27), advertising billboards can be categorized based on forms, namely digital technology, spectacular display, banner, murals, vinyl/wrapped poster. Moreover, according to the materials from which the sign is made or the functional elements such as metal, glass, paper, wood, stone, etc (Spolsky & Cooper, 1991, p. 170-171).

There is a particular distinction between advertising billboards and shop signs. Cenoz and Gorter (2009, p. 46) state shop signs can remind us of the location of the store or the type of products that can be purchased at that location.

The shop sign is a bord contains an explanaiton of the name of the store and is generally located in front of the store and the primary purpose is easily visitors to inform where the location the store is and what menu is sold (Suyanto, 2008, p.28).

Globalization, immigration, and other factors have a high impact on the occurrence of linguistics landscape. It has happened while people with different languages or nations gather to able to communicate. First of all, because of migration, which tries to find a better place to stay permanently and is required to adapt to different societies and languages. Second, as a part of the globalization process. However, advertisement is increasingly becoming multilingual (Lou, 2010, p. 97). Assorted languages in a place make it multicultural, not exception always involving English in this case. However, the effects of globalization of the world economy since the American industrial became spreading widely in the world and forcing English as a universal language to communicate. So, now recognized English as the dominant world language.

Indonesia has become a multilingual nation, where people are taught several languages, mainly English, which has become a compulsory lesson in middle and high schools. Therefore, English is often used as second languages after Indonesia. In recent years, there is rising up two controversies about English as a world language . Firstly, the occurancy of the history English as a world language and topics of culture and influence (Bex & Watts, 1999; Fishman et al., 1996; McArthur, 1998; Pennycook, 1994; Phillipson, 1992, etc.). Secondly, research has expanded from a focus on Kachru (1992, p. 6) where English is applied as a

second language (usually in postcolonial countries of Africa, South Asia, and Southeast Asia).

According to Smalley, English in public spaces has a specific position in which English in public spaces is targeted at foreigners (Smalley, 1994, p. 44). In other claims, Smalley (1994, p. 44) said that English has the advantage of foreigners. Those claims are properly for this recent century, English is pointed out to foreigners and giving benefit to foreigners, especially for the multilingual nation as Indonesia.

The linguistic landscape was recently born in the late 19th century that was conducted early by (Roseburn, 1977) then was developed by Spolsky and Cooper (1991, p. 175) that become characteristic of what would become known as linguistics Landscape. Furthermore, this field is advanced by Laundry and Bourhis (1997, p. 25) the definition of Linguistic landscape displays an image symbol on public road signs, advertising billboards street names, place names, business signs, and public sign-on government buildings.

The linguistic landscape is the new field study in linguistic, even though this was just born and able to be called new, but some of the researchers had ever observed this field. Although the linguistic landscape does not have a guidebook that discusses in its entirety about this field, there is a journal book entitle A New Study In Multilingualism Inside Linguistic Landscape Field that was edited by Durk Gorter and involving researches results from some of the researchers such as Ben Rafael, Shohamy, Amara and Trumper-Hecht.

Furthermore, previous research from abroad that discuss linguistic landscape is overwhelming in this late 20 centuries such as from Malaysia (Manan, David, Dumanig, & Naqeebullah, 2015), Singapore (Tang, 2016), Brunei Darussalam (Coluzzi, 2012), Timor-Leste (Taylor-Leech, 2012), Cambodia (Kasanga, 2012), Hong Kong (Wolf et al., 2012), Japan (Backhaus, 2006, 2007), Botswana (Akindele, 2011), Baltic Countries (Kreslin, 2003), Spain (Said & Rohmah, 2018), South Australia (Koschade, 2016), Taipei (Curtin, 2015), and Bosnia (Lay, 2015).

However, little studies on LL (Tabiati, 2016; Firdausiyah, 2019; Wulansari, 2019; Oktaviani, 2019; Fakhiro & Rohmah, 2018; Putra, 2019; Rafsanjani, 2019) have focused on the language use in Indonesia. Meanwhile, there are some previous studies that dealing close with this present study. First, the previous study come from undergraduate thesis in UIN Sunan Ampel by Putra (2019) bilingualism English-Indonesia on road signs in Surabaya. The researcher took an object in main roads from the east region, south region, north region, central region, west region, and artery road. From each region will be represented on one street. The qualitative method is followed as his analysis. The result of this analysis, the researcher had found 159 data from several different road signs in Surabaya. Unfortunately, the researcher should use quantitative as a method to analyze because he compares many roads in different regions. Quantitative is used to amount more accurately in a number of comparisons.

The second previous study is the closest relates to advertising signs on the Linguistic landscape. This undergraduate thesis still comes from UIN Sunan

Ampel Surabaya by Rafsanjani (2019) on comparison advertising signs between shoping mall and traditional market. The researcher took place in the shopping mall as Tunjungan Plaza mall 3 and the traditional market as the DTC market. His focus just on kinds of advertising in those places, and he put his concern on language forms that were used in the shop's advertising. This paper used qualiquantitative. Interviewing was followed to complete finding data. Unfortunately, he can not distinguish between shop sign and advertising billboard. Because, in his data source, he used types of advertising sign included advertising billboard as his analysis. However, he took place in a shopping mall and a traditional market. It is wholly impossible to find advertising billboards inside a mall or traditional market. Generally, advertising billboards only can be found in the outdoor area like the edge of roads because advertising billboard has a large size. The researcher of his study should use simple title about shop sign because the result of his analysis focuses only on the kind of advertising, namely on the shop sign.

The last previous study is from nobel journal by Fakhiroh & Rohmah (2018) Sidoarjo linguistic landscape. The study took place in Sidoarjo City, where is famous as the industrial and trade area in East Java. The researcher observed visible signs (shop names, public signs, building names, advertising billboards, etc). The data were collected from some places (public places, central parks, shopping centers, and main roads in Sidoarjo. Then, the technique of analysis was followed by top-down and bottom-up on the sign, language use, and the function of sign. The result of the research found that Indonesian as the national language was dominant, and English as a foreign language was placed in the second

position. Since Sidoarjo people are Muslim, Arabic was less dominant than English. Unpredictable, Javanese as daily language communication for all Sidoarjo people were rarely used on the signs in Sidoarjo.

Hence, the researcher looks at the case of the linguistics landscape in Sidoarjo Fakhiroh and Rohmah (2016) that they found variety kinds of languages use and the function of signs which often involves English, Arabic and other languages. so, it can rise up assorted function of sign in Sidoarjo, one of them Arabic function which is used to give identity as a muslim majority people in Sidoarjo. To respond, this study is focused on knowing that Linguistics Landscape in Surabaya also has an similar or dissimilar factors in particular on language use and the function of signs that has been found by Fakhiroh and Rohmah (2016). Although Surabaya and Sidoarjo have a very close distance, Sidoarjo is smaller city than Surabaya.

The researcher for this paper put his concern to advertising billboard on two roads Basuki Rachmat street and H.R Muhammad street by following some theories in the linguistic landscape about the language use in monolingual, bilingual multilingual (Spolsky & Cooper,1991, p. 175) and function of signs that there are two functions an informative and a symbolic function (Landry & Bourhis 1997, p. 24). Furthermore, the reason Basuki Rachmat and H.R Muhammad are selected because those roads become buisness area in Surabaya with many advertising billboards are put up over there. Moreover, the researcher observes advertising billboards as his data because Surabaya is the biggest business area in East Java that plenty of advertising billboards from local and

international brand to be easily encontered in everywhere. As well as, hopefully, the researcher can show that Surabaya is the most prominent business place in East Java with the rise of plenty of advertising billboards from local or international brand that publishing their brand in Surabaya with use assorted languages and becoming Surabaya as a multilingual city.

#### 1.2 Problems of the Study

- 1. What are languages use in advertising billboards on Basuki Rachmat street and H.R Muhammad street?
- 2. What are the frequency of languages use represented in advertising billboards on Basuki Rachmat street and H.R Muhammad street?
- 3. What are the functions of signs in advertising billboards on Basuki Rachmat street and H.R Muhammad street?

#### 1.3 Significance of the study

The researcher expects that the result of this study can show people that Surabaya is a multilingual city is able to adapt and accept foreign language in every sector, especially on advertising billboards. Also, hopefully, this study especially in the education sector can be useful as a reference for someone who wants to analyze the linguistics landscape that is dealing with the advertising term. Hopefully, after reading this paper, anybody can increase language awareness in our environment.

#### 1.4 Scope and Limitation of the Study

The scope of this study is sociolinguistics which focus on the linguistic landscape of language sign on advertising billboards. Cenoz and Gorter (2006, p. 67) state that the linguistic landscape plays an essential role in creating the context and text. The context includes sociolinguistics; meanwhile, the text is advertising billboards for this study. Linguistic landscape displays an image symbol on public road signs, advertising billboards street names, place names, business signs, and public signs on government buildings (Laundry & Bourhis, 1997, p. 25).

This study focuses on how the researcher knows language use (monolingual, bilingual, and multilingual) on advertising billboards to give a portrait about which languages frequency are used in Basuki Rachmat street and H.R Muhammad street. In addition, the researcher wants to observe about functions of sign (informative or symbolic) on advertising billboards. The limitation of this study looking at the characteristics in every advertising billboards are not permanent and always change on its contents on every month or year that becoming the result of this study is only as a general description in particular time.

#### 1.5 Definition of key terms

Linguistics Landscape is the study dealing about language in form sign or picture on the public sphare. Such as public signs, advertising billboard, etc.

Monolingual sign is the sign that written only one language use.

Bilingual and Multilingual sign are the signs that written two or more in different language use.

**Informative function** is a function of giving information based on text to convey a message marketing, suggestion, congratulation/celebration, announcing events or etc.

**Symbolic function** is a language on the sign that is written having a symbol intended in particular meaning. such as status, power, history, etc.

**Advertising billboard** is an outdoor visible promotion media placed for road users with large size, striking visual and tickling messages, and generally, it is located in a crowded place and it has the primary purpose for promotion, introduction, suggestion, praise, congratulation or celebration, etc (Suyanto, 2008, p. 27).

#### **CHAPTER II**

#### REVIEW OF RELATED LITERATURE

This part discusses the theoretical framework. Linguistic landscape theory is needed before analyzing the data. The study focuses on language used and the function of a sign on advertising billboards in Surabaya.

#### 2.1 Linguistic Landscape

The linguistic landscape was known as the new field is born in the recently nineteenth century. So far, before the nineteenth century, the actual linguistic landscape appeared in ancient civilization. At the time, the landmark of the linguistics landscape in ancient civilization had been recognized as Codex Hammurabi. The Codex Hammurabi came from Babylon's tribes about 1700 BC, and this script was taken from the king whose name Hammurabi, and it was written in old Babylon language. The Codex Hammurabi is described as the source of anybody's law made by the king toward his citizens (Coulmnas, 2008, p. 15). It was a famous inscription from Babylonian's tribe. In the early appearance of Codex Hammurabi, it ever got processing changing shape to more artistic because of the king's request. The Codex Hammurabi was not found in Babylon, but in a Persian city which conqueror asked to bring it away in a next period (Columnas, 2008, p. 15).

In early, the Codex Hammurabi was created to place in front of temple or public space in the center of the city (Columnas, 2008, p. 15-16). However, it had the purpose of introducing people to its contents. In order to, people can read and look at it or moreover it can attract the attention of those who passed the place.

The public space was selected to easier giving information with large of a number of people to notice it. The Codex Hamurabi is the law that explained in clear and definite terms of organizing society. It had a sign that it was formed from stones by a designer with written and meaning permanent and secured from irrational abuse (Columnas, 2008, p. 16). Overall, it can be called the early history of appearance a public sphere.

Further, in the nineteenth century as the modern linguistics landscape, the first study was conducted by investigating the content of visible public sign that was popularized by Spolsky and Cooper (1991, p. 175) that contains the basic characteristics of what would be recognized as the Linguistics Landscape. Then, this definition was defined widely by Landry and Bourhis (1997, p. 25) displays an image symbol on public road signs, advertising billboards street names, place names, business signs, and public sign-on government buildings.

However, it contrasts with Ben Rafael et al. (2006, p. 9) criticism has been shown to have a limited grasp of the real and far-reaching significance of the linguistic landscape. It is said that the linguistic landscape is not entirely original and that the original study is far from concentrated. For example, in both Spolsky and Cooper (1991, p. 175) Landry and Bourhis (1997, p. 25), the study of the linguistic landscape is only one aspect of a boundary analysis of linguistic diversity in a geographical area. And the contrast with Landry and Bourhis (1997, p. 25), it was a matter of also investigating ethnolinguistic vitality. Both opinions have a different matter according to their definition, Spolsky and Cooper (1991, p.175) and Landry and Bourhis (1997, p. 25) focus on the geographical area tends

to as cityscape or public sphere to give a picture of multilingualism in some area to observe. Then, in Ben Rafael et al. (2006, p. 10) their definition tends to ethnolinguistic vitality that focuses on public construction or public organization that lives in some area to observe.

#### 2.1.1 Monolingual Sign

The sign is typical in monolingual regions that signs are written in one language only (Spolsky, 2009, p. 5). The use of one language in monolingual regions can reflect the identity of the origin language that local people use to communicate daily. A monolingual sign can be found in village or region that most of the people still keep their original language and they do not want to adapt with other languages. For. e.g., In villages where are far from city and the local people still keep their tradition with use their language for daily communication and refuse to adapt with other languages. As well as, when the people is creating a sign, they will use their language able to be understood of the meaning. As definitely Spolsky (2009, p. 5) they are composing a sign with a word they know.

#### 2.1.2 Bilingual and Multilingual Sign

The signs are designed for two or more scripts different languages and are intended for international guests or speakers of other languages in multilingual regions (Spolsky, 2009, p. 6). It can be said that bilingual sign is the phenomenon of a sign that has two scripts in different languages. Whereas, a multilingual sign has more than two scripts in different languages. The phenomenon often happens in the multilingual area likes in Indonesia. Indonesia has many languages use, but

dominantly Bahasa Indonesia becomes an official language. Then, English is the second language and followed other languages likes Chinese, Arabic or etc. The use of foreign languages, especially in Indonesia, able to point out to foreigners who do not know Bahasa Indonesia. In order to, they can be easy to understand the meaning. Moreover, foreign languages in Indonesia can be purposed for marketing, congratulation, celebration or event, and any purposes that the case can be found in every advertisement sign in Indonesia.

#### 2.2 Function of Signs

There are two function of signs informative function and symbolic function. According to Landry and Bourhis (1997, p. 24) there are distinction functions of signs informative and a symbolic. The information function serves some information based on the text to convey for the reader. Then, symbolic function is a language on the sign that is written having a symbol intended in particular meaning such as status, power, history, etc. The signs have some function to indicate that every signs have a language policy. Some states or authorities making signs, they definitely create some language policy to obey for someone who will make a sign likes their private shop signs, buisness sign or commercial advertisings. Language policy is commonly created by government. For the example language policy on every government's signs in Indonesia. The signs must use Indonesia on its scripts. The function shows that Indonesia as a national language must be preserved.

#### 2.2.1 Informative Function

The informative function is the function of giving information based on text to convey a message marketing, congratulation/ celebration, events, etc.

Furthermore, English has an important role in giving information on advertising billboards, name street, building name, shop name, etc. English and other language on advertising billboard can give in detail information to foreigner readers.

As well as the case in Rusia where English usage plays so significant on an advertising billboard, cafe, restaurant, night club, and murals. While an international event hosted in Russian, English was becoming a dominant language for advertising billboards, catering sphere, guide signs. It is used to offer instructions and information to travelers who have different languages. Whereas on Jurnal Cenoz and Gorter about Linguistics Landscape Inside Multilingualism School (2015, p. 9) that has an informative function signs of other language use inside the classroom, giving teaching aid and lesson plan.

#### 2.2.2 Symbolic Function

Symbolic function is related to the position of the nation, social and administrative strength of the ethnic groups (Laundry & Bourhis,1997, p. 24). To get broader meaning and quickly to understand symbolic function is a language that reflects a symbolize for the particular meaning likes status and identity, history, power, modernity, prestige, international orientation, etc. As well as, the case in Scotland where the use of Gaelic language is not traditional languages but it comes from a great historical language symbol in Scotland.

Another case, Linguistics Landscape Inside Multilingualism School by
Cenoz and Groter (2015, p. 14), represents that the Basque languages exist within
the class. It symbolizes the involvement of an international student at school.
Then, position Basque Language is a minority language at school. However, there
is some responsibility on the part of the teaching staff and the school crew to
revitalize the Basque languages and their traditions, to raise awareness of the
minority position of the Basque language or of attempts to safeguard the
language. Furthermore, the case of the Linguistic Landscape of Sidoarjo City
(2018, p. 101) Fakhiroh and Rohmah discovered an Arabic sign that occurs in
Sidoarjo that this script indicates a town needs to be remembered as a city of the
Muslim population. Besides, Fakhiroh and Rohmah have found that the Javanese
languages are intended by the government to maintain the local language that the
Javanese language rarely appears on the sign.

#### 2.3 Advertising Billboard

Advertising billboard is a kind of advertising sign that established in the crowded outdoor area with passed people every time with large size, and it has the primary purpose for promotion, introduction, suggestion, praise, congratulation or celebration, etc. Definition advertising billboard, according to Peraturan Daerah Tingkat II Yogyakarta (1998, p. 70) advertising billboard is tools or media based on its form and style to purpose commercial that is used to the introduction, suggestion, praise or attract the attention of people and it is placed to a visible place. Advertising outdoor recently has many forms and styles to more attractive. It can be categorized base on forms, namely digital technology, spectacular

display, banner, murals, vinyl/wrapped poster (Suyanto, 2008, p. 27). Moreover, depending on the substances from which the sign is produced or its physical form metal, tile, poster, wood, stone, etc (Spolsky & Cooper, 1991, p. 171-172). Some advertisements are made up of different actors. In government advertising is used to give some information. Whereas, commercial advertisings are used to introduce their product to get attracting for people.

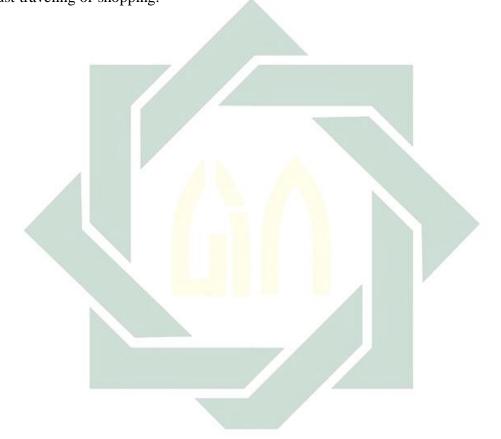
#### 2.4 Basuki Rachmat Street

Basuki Rachmat street is the main road that connects north and east of Surabaya. This road is in the center of Surabaya city. It can be accessed from all directions of Surabaya. This road becomes the historical witness of Surabaya. In the early 20 century, Netherland has established this road for a business place (Wikipedia.com). Many of dutches historical building is standing over there until right now in good condition. Becoming this road is not the only a business place but also a tourist place in Surabaya. On this road, there is the Tunjungan mall, the biggest mall in Surabaya, after PTC mall. Every weekend or weekdays this road is crowded with many vehicles, pedestrians or even people who go to work through this road. Government buildings, malls, hotels, a library can be easy that met on this road.

#### 2.4.1 H.R Muhhamad Street

H.R Muhhamad street is located in West Surabaya. This road becomes a vital road in Surabaya since many banks, offices, and hotels stand over there. This road becomes access to the people go to PTC mall (the biggest mall in Surabaya),

the University of Surabaya, or elite housing (Ciputra). Sometimes, Tourists from abroad are often seen walking on this road. There are famous hotels are Ibis, Vasa hotel, and Golden Tulip Legacy, where people come from a local or international stay over there. This road is never quite from the rush of tourists to do business, just traveling or shopping.



#### **CHAPTER III**

#### RESEARCH METHODS

This chapter discusses points that deal with research method is research design, data and data source, instrument, the technique of data collecting, and technique of analyzing data.

#### 3.1 Research Design

In this research, the researcher utilizes a comprehensive qualitative descriptive method to adjust the content of the analysis. The qualitative was appropriated in answer research problems about language use, frequency of language use. All the results and discussions included sentences and pictures from the data. As Bogdan and Biklen say in Sugiyono (2009, p. 28), the qualitative descriptive approach is the tool used to collect data in the form of pictures rather than numbers. It was qualitative analysis because the researcher analyzed the data in the set of words. The researcher used the descriptive approach as he analyzed the data and then explained the answers to respond to the research questions about function of sign on advertising billboards.

#### 3.2 Data Collection

#### 3.2.1 Data and Data Source

Data were focused on sentences, words, or phrases that attached from the data source advertising billboard. The signs used monolingual, bilingual, or multilingual sign on advertising billboard as the target of analysis. Moreover, the sentences, words, or phrases that contains informative or symbolic insight as main

focus too. An informative sentence in which the sentences attached to advertising billboard contains marketing form, congratulation, explanation about an event, or something that giving new insight for people. Nevertheless, a symbolic function is related to the position of the nation, social and administrative strength of the ethnic groups (Laundry & Bourhis,1997, p. 24). To get broader meaning and quickly to understand symbolic function is a language that reflects a symbolize for the particular meaning likes status and identity, history, power, modernity, prestige, international orientation, etc. The data source was all kinds of advertising billboards that have various shapes like digital technology, spectacular display, banner, murals, vinyl/wrapped poster (Suyanto, 2008, p. 27) where can be encountered on Basuki Rachmat and H.R Muhammad street.

#### 3.2.2 Research Instrument

The instrument of this study was an observation, the observation was needed of the first step to answer all the research questions about kind of languages use, the frequency of language use and the function of the signs on advertising billboard on basuki Rachmat and H.R Muhammad street. The reseacher did observation on both of the roads (Basuki Rachmat and H.R Muhammad) by taking pictures on every advertising billboard and used a camera phone as a tool for support to take pictures. The kind of camera phone that the researcher used from brand VIVO V7. The phone has a bright camera and big storage. As well as, big storage on camera phone affords to save plenty of photo files. In other side, the camera phone was selected because it was simpler brought than other camera tools.

#### 3.2.3 Data Collection

Data collecting was needed to show the step of the researcher when he did observation and collecting data on the field. On 17th December 2019, the researcher did observation on the field. Firstly, he went to Basuki Rachmat to take a picture of advertising billboards on there. The researcher took a picture of every advertising billboard that he encountered on Basuki Rachmat street. Immediately, he took every picture to get valid data and original data. Furthermore, The researcher moved to second place where took place on H.R Muhammad street. He did the same act as while he was on Basuki Rachmat street. After all, data were obtained, the researcher did collecting data with conducted identifying by marking a circle on words, phrases, or sentences that had different language on every advertising billboard to make be easier analyzing and getting answer about the kinds of language use.

#### 3.3. Data Analysis

To get the answer of the first research question about kind of language use, the
researcher used Coding to get convenience in process analyzing. There were
kinds of coding to determine the kinds of language use for this study.

IL = Indonesia Language CL= Chinese Language

EL= English Language JL= Javanese Language

ITL= Italian Language KL= Korean Language

After language use had been found through the process of coding, the
researcher continued by categorizing language use based on types and places of
language found. Monolingual, bilingual, and multilingual signs were separated

and grouped based on each types. The researcher created a table group to get a quick understanding of the reader.

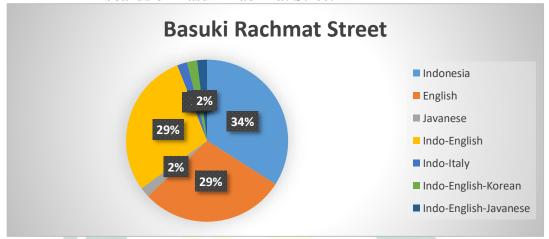
Table 3.1. The Example Kind of Languages Based on Each Road

Name of Street	Kinds of Language Found
	Indonesia
	English
n lin laga	Javanese
Basuki Rachmat Street	Indonesia-English
	Indonesia-Italy
	Indonesia-English-Korean
	I <mark>ndo</mark> nesia-Javanese-English
	Indonesia
	English
H.R Muhammad Street	Indonesia-English
	Indonesia-Chinese
	English-Chinese

Source: Data Processed (2020)

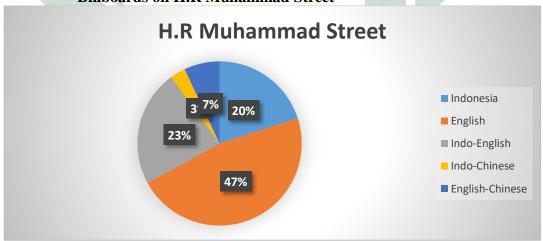
The researcher looked for value in percentage and the results were drawm into a pie chart below.

Table 3.2. The Example Frequency of Language Use at Advertising Billboards on Basuki Rachmat Street



Source: Fakhiroh & Rohmah, 2018 p.100-101

Table 3.3. The Example Frequency of Language Use at Advertising Billboards on H.R Muhammad Street



Source: Fakhiroh & Rohmah, 2018 p.100-101

4. The final data analysis is about the function of the sign. The researcher made a table group on two types, and the first type had an informative side, and the second is a symbolic side with analysis based on sentences, words, or phrases in the script attached to each advertising billboards. Then, the results were

explained based on the researcher's interpretation from the theory function of the sign.

Table 3.4. The Example Function of Sign on Advertising Billboards in Surabaya

Surabaya	
Kind of Signs	Informative or Symbolic
Goverment Advertisement	Informative and Symbolic
Annoucing Event Advertisement	Informative and Symbolic
Automotive Advertisement	Informative and Symbolic
Cigaratte Product Advertisement	Informative and Symbolic
Food Product Adverstisement	Informative and Symbolic
Online Application Advertisement	Informative and Symbolic
International School advertisement	Informative and Symbolic
Carrage Carrage & Carrage 2015 and	

Source: Cenoz & Gorter, 2015 p.9

#### **CHAPTER IV**

#### FINDINGS AND DISCUSSION

This chapter consists of finding and a discussion of the thesis. It is intended to answer the research questions. There are three research questions in this thesis, and those are: What the kind languages are used in advertising billboards on Basuki Rachmat street and H.R Muhammad street. What the frequency of languages are used on advertising billboards, and what the functions of the signs are on advertising billboard.

#### 4.1. Findings

In this finding, the researcher shows and explains the data that are found based on results during observation, the researcher successfully collected 67 data (words, phrases, or sentences in different languages) of 48 data sources (advertising billboards) on Basuki Rachmat street. Whereas, the data from H.R Muhammad street are collected amounting to 38 data (words, phrases, or sentences in different languages) of 29 data sources (advertising billboards). Furthermore, the reseacher explains the results of finding for the kinds language use on Basuki Rachmat and H.R Muhammad below.

#### 4.1.1 Linguistic Landscape on Basuki Rachmat Street

The researcher has found some kinds of languages use on Basuki Rachmat. From 67 data of 48 data sources found on Basuki Rachmat, the researcher can sort which languages include monolingual, bilingual or multilingual. To show the

results and discussion in monolingual, bilingual or multilingual of advertising billboard on Basuki Rachmat street with further explanation below.

#### 4.1.1.1. Monolingual Sign

A monolingual sign is typical in monolingual regions that signs are written in one language only (Spolsky,2009, p. 5). The use of one language in advertising billboards can be found easily on Basuki Rachmat Street. The scripts in Indonesia languages or the English language are overwhelming. There are 14 advertising billboards written in full of the English language. Then, 16 advertising billboards were written in full of Indonesian Language. Moreover, just one advertising billboard was written full of Javanese language. It proves that Indonesian still has a strong position and is often used on advertising billboards on Basuki Rachmat street. English in the second position and Javanese as the major language in Surabaya is rarely used in this road.



Figure 4. 1. Monolingual Sign in English on Basuki Rachmat

Looking at Figure 1 above, this is an example of an advertising billboard uses full of EL where it was found on Basuki Rachmat street. EL is written on tire product advertising billboard. GT radial is the name of a tire product which has

been famous for its best quality in Indonesia. English scripts appear on "Experience the performance" and "Champion of 2017-2018". Those are intended that if someone uses this product, they will get comfort on their driving because this tire product has a top-quality to be champion in 2017-2018.



Figure 4.2. Monolingual Sign in Indonesia on Basuki Rachmat

In Figure 2, IL appears on PegiPegi online application advertisement.

PegiPegi is an online application that provides convenience for customers booking hotels and transportation from the web or smartphone. The advertisement uses IL entirely "revisi skripsi berkali-kali?kamu#butuh PegiPegi" it means that PegiPegi reminds college students to spend their time with vacation while doing thesis revision.



Figure 4.3. Monolingual Sign in The Javanese on Basuki Rachmat

In Figure 3, the advertising billboard uses JL on their scripts. The advertising comes from Gunawangsa's apartment. Unusual, the scripts are arranged to form poetry. However, advertising billboard uses JL always accompanied by Indonesia language, but in Surabaya, because the majority Javanese people and plenty of people understand Javanese, Javanese stands alone.

## 4.1.1.2. Bilingual and Multilingual Sign

Bilingual and multilingual signs are designed for two or more script languages and are intended for international guests or speakers of other languages in multilingual regions (Spolsky, 2009, p. 6). Bilingual sign and multilingual sign almost have a similar meaning, but they are different, a bilingual sign intended to sign that written in two different languages. Then, multilingual sign is a sign that written at least more than two different languages. Many advertising billboards used more than one language on their scripts. The researcher found advertising billboards that contain a combination of some of the different languages inside it.

Moreover, advertising billboards that contain more than one language inside as Indo-English are overwhelming. The researcher discovered in several bilingual signs and multilingual signs on this road, namely 12 Indo-English, 1 Indo-Italy, and 2 indo-English-Javanese, 1 indo-English-Korean.



Figure 4.4. Bilingual Sign in Indonesia-English on Basuki Rachmat

Bilingual IL-EL appears in the name of the retail shop advertising billboard. This product is a retail shop that provides all building materials for customers. The Indonesian scripts are written on the top " ada ini, ada itu, ada semua " it means that the customer can look for every building material they need here. Then, English scripts are written " always low prices " it is their shops' slogan, which shows that their product has been known to have a low price of the all products they sell.



Figure 4.5. Multilingual Sign in Indonesia-English-Javanese on Basuki Rachmat

In Figure 5, there are three kinds of different languages on one advertising billboard. This advertisement gives some information and suggestion for road users and people. EL scripts on top "available space" mean this advertising billboard contains some information to allow new advertising will be posted by calling the number above. There is a JL word "Rek" this word means as friends. IL scripts "ayo tertib berkendara di jalan raya" it means that it suggests people to obey driving rules.

## 4.1.2. Linguistic Landscape on H.R Muhammad Street

There are 38 data and 29 data sources that are successfully collected by the researcher on H.R Muhammad. The data amount found on this road is less than Basuki Rachmat. In that case, it proves the characteristics of each the road is totally different from others. The kinds monolingual and bilingual advertising billboard from other languages can be found on this road. Unfortunately, multilingual that uses more than two different languages can not totally find on this road.

### 4.1.2.1. Monolingual Sign

A monolingual sign can be found easily on advertising billboards on H.R Muhammad street. Indonesia and the English language still become the dominant language in this road. This is not sparable from Indonesian, which is the main language and English the second language in this country. Moreover, advertising billboards that use Indonesian and English language are overwhelming to find on this road. The researcher successfully found in number 7 advertising billboards contain full Indonesian script, and 13 advertising billboards contain full English script. Uniquely, the researcher found the number of English language outnumber than the Indonesia language. This road proves that the English language has a strong position than the Indonesia language. Although Indonesia becomes an official language and English as a second language in Indonesia, the position of the English language on this road still has a strong position than the official language its self.



Figure 4.6. Monolingual Sign in Indonesia on H.R Muhammad

In Figure 6, this is a kind of example advertising billboard on digital technology. This billboard displays a cigarette advertisement on a big screen in which the picture is movable. IL scripts are written on the phrase "arti sebuah

kesuksesan" that it means this product has been successful in becoming one of cigarette product is the most wanted to buy for people in Indonesia



Figure 4.7. Monolingual Sign in English on H.R Muhammad

Monolingual signs in English on advertising billboards can be encountered on H.R Muhammad street. EL scripts appear on a cosmetic advertising billboard. This product gives a special promo and gets a discount price 60% off in their product with term and requirement until 31 December 2019.

## 4.1.2.2. Bilingual Sign and Multilingual Sign

Many advertising billboards used two different language use on H.R Muhhamad street. Indonesia and the English language are often involved with other languages. Bilingual signs of advertising billboards are found on this road between Indo-English, Indo-Chinese, and English-Chinese. However, the bilingual signs between Indo-English in this road are overwhelming than other languages. Interestingly, Chinese appears between Indonesian or English. Although the number of Chinese is not dominant as Indonesia or English. The

researcher did not find an multilingual advertising billboard that used more than two different languages use completely.



Figure 4.8. Bilingual Sign in English-Chinese on H.R Muhammad

Figure 8, it is an example of bilingual EL-CL scripts on the digital technology advertising billboard. This product is a kind of Chinese restaurant in which the name of restaurant Beijing-Wei uses CL scripts. This restaurant adopts the Chinese style, which menu is offered to come from Chinese food. This advertising billboard tells people that this restaurant has a Christmas celebration and invite people to join with them.

## 4.1.3. Kind of Languages and Languages Found Based on Each Road

In this part still relate of the first question about kinds of languages use, but this part gives in detail which kinds of languages use are found on Basuki Rachmat and H.R Muhammad by categorizing based on its place. Each of the languages found in each street has a different characteristic one to each other. To show which language found in both areas, the researcher has made a table of grouping based on place and kind of language found. It is intended for the reader

to get comprehension quickly in each of the street Basuki Rachmat or H.R Muhhamad Street.

Table 4.1. Description Kind of Languages Based on Each Road

Name of Street	Kinds of Language Found
	Indonesia
	English
	Javanesee
Basuki Rachmat Street	Indonesia-English
	Indonesia-Italy
	Indonesia-English-Korean
	In <mark>do</mark> nesia-Javanese-English
	Indonesia
	English
H.R Muhammad Street	Indonesia-English
	Indonesia-Chinese
	English-Chinese

Source: Data Processed (2020)

Based on the table above, the different kinds of languages use in each street always different from one to each other. Each street has characteristic its self about the kind of language use, as found by the researcher on Basuki Rachmat street.

The researcher found that there are monolingual advertising billboards that

use Indonesian, English, and Javanese. However, bilingual advertising billboards also was found in combination with Indonesian-English and Indonesian-Italy.

Interestingly, look at Figure 9 below Italy language was found in one name of mineral water product that is the script written: "Le minerale" comes from the original Italian language that has meaning "Ore" in English and "Bijih" in Indonesia. Whereas Indonesia scripts "air mineral pegunungan' which means that the freshwater is processed from top of a mountain and packed into mineral water. The existence of advertising billboards that are written in more than two languages also found Indonesia-English-Korean and Indonesia-Javanese-English. There are in total seven different languages found from monolingual, bilingual, and multilingual on Basuki Rachmat Street.



Figure 4.9. Bilingual Indonesia-Italy on Basuki Rachmat

On the other hand, the researcher also found plenty of advertising billboards stand on H.R Muhammad street that written monolingual Indonesia and English. H.R Muhammad street is similar to Basuki Rachmat, where this place is a business area in Surabaya. There are many important places such as a bank, hotel, and real estate (The Singapore of Surabaya / Ciputra World), which the majority of people are Chinese. Not wonder, if the researcher found some

advertising billboard that used combination Chinese language and other languages on this road.

The researcher also found bilingual advertising billboards that contain different languages Indonesia-English, Indonesia-Chinese, and English-Chinese on advertising billboards. The researcher found in a total of five different languages from monolingual and bilingual. The presence of multilingual advertising billboard that had more than two languages did not exist on this road. In Figure 10 below, there is an example of bilingual IL-CL scripts on the advertising billboard, which gave information about the Christmas celebration attended by priest Stephen Tong. Chinese appears in the center of a billboard with script "Qiji ban de jiushizu", it has a similar meaning with the excellent savior.



Figure 4.10. Bilingual Indonesia-Chinese on H.R Muhammad

## 4.1.4 The Frequency of Language Use on Basuki Rachmat Street

Basuki Rachmat street is known as a business place where people come from local and international passing on this road. This factor raises some of the languages use for language advertising billboards on this road. The researcher successfully had found some language use from majority to minority language

that often to use on advertising billboards on this road. To clarify comprehension for the reader about the frequency of language use on Basuki Rachmat, the researcher drew pie chart and percentage below.

The Frequency of Language Use In Advertising Billboard on Basuki Rachmat Street

Street

Indonesia

Finglish

Javanese

■ Indonesia-Italy

■ Indonesia-English-Korean

Table 4.2. The Frequency of Language Use at Advertising Billboard on Basuki Rachmat Street

Source: Fakhiroh & Rohmah, 2018 p.100-101

Indonesia-English

■ Indonesia-Javanese-English

The diagram above shows that bilingual Indonesia-English has a strong position with 36 percentages than other languages. Then, the second position is reached Indonesia with 25 percentages. Indonesia, as a national language that people often use this language as daily communication. Since the Indonesian government is introducing Indonesia as a compulsory subject at all school levels and has formed school language behaviors and created the idea that Indonesia requires to play a significant role in the country (Departemen Pendidikan Nasional Republik Indonesia, 2003, p. 33).

Furthermore, English in the next position with 21 percentages. English is the second language after Indonesia that often used by Indonesian to communicate with a foreigner. English also is taught at all school levels as a compulsory subject in Indonesia. Moreover, English has long been considered with globalization and modernization (Sneddon, 2003, p. 23). In the next position, multilingual Indonesia-Javanese-English is reached by 9 percentages. Then followed, Indonesia-English-Korean is reached by 4 percentages. Indonesia-Italy is reached by 3 percentages. The lower position is placed monolingual Javanese reached by 2 percentages. Although, Javanese as a local language is rarely used at the advertising billboard on this road.



Figure 4.11. The Example of Domination Indonesia-English on Basuki Rachmat Street

#### 4.1.5. The Frequency of Language Use on H.R Muhammad Street

H.R Muhammad street is located in West Surabaya, where this road is so busy. This road becomes the main road between west Surabaya and the center of Surabaya. Meanwhile, the researcher had found plenty of different languages that appeared on advertising billboards on this road. The presence of different languages can raise the frequency of language use in this place. The researcher

draws the frequency of language use on the pie chart shape below to get an understanding for the reader who reads it.

The Frequency of Language Use In Advertising Billboard on H.R Muhammad Street

Muhammad Street

■ Indonesia-Chinese ■ English-Chinese

■ Indonesia-English

Table 4.3. The Frequency of Language Use at Advertising Billboard on H.R Muhammad Street

Source: Fakhiroh & Rohmah, 2018 p.100-101

Based on the diagram above shows the existence of monolingual English is the highest percentage than others by reaching 34 percentages. Although English is the second language where are only particular people that use it, on this road affords to get a higher position than Indonesia language its self. It is not surprising since English had a place in business or advertising that uses English text to increase their status and products being sold. That has ever been stated in big line as Sneddon (2003, p. 27), after independence, English has substituted the Dutch role in the fields of culture, economy, politics, and modernity. The second rank is placed bilingual Indonesia-English gets 32 percentages. Interestingly, monolingual Indonesia, just in the third position with 18 percentages, gets a lower

position than English or Indonesia-English. Furthermore, bilingual English-Chinese is followed by 11 percentages. Then, in the last position is placed bilingual Indonesia-Chinese with 5 percentages.



Figure 4.12.The Example of Domination English in Advertising Billboard on H.R Muhammad Street

# 4.1.6. Function of Sign on Advertising Billboards In Surabaya

Every sign that has been created having function its self. The function can refer to particular meaning to give information or symbolize something in behind intended meaning. The researcher successfully had found some of the advertising billboards that have function informative, symbolic, or both of them.

Table 4.4. Function of Sign on Advertising Billboards In Surabaya

Kinds of Signs	Function of Signs
Government Advertisement	Informative about giving information on Congratulation and Symbolic about
	Indonesia as national language identity.
Annoucing Event Advertisement	Informative about giving event
	information and English symbolizes of the

luxury that is reflected by the Masquerade party history.

Informative about giving Marketing of the product and English symbolizes about

modernity.

Informative about giving Marketing of the product and English symbolizes to increase

the product being sold.

Informative about giving Marketing of the product. Indonesia symbolizes the product is originally made in Indonesia. English symbolizes the social status and attract many customers. Korean symbolizes as

Informative about giving information of the new features. Javanese symbolizes of the local identity language.

Informative about giving information about merry christmas and happy new year. Then, the use English symbolizes as international language where the students do not come from one country but also whole of the world. Whereas, the use Chinese symbolizes of the existence of Chinese students more dominant in the school

Food Product Adverstisement

trend new language in Indonesia.

Online Application Advertisement

Automotive Advertisement

Cigaratte Product Advertisement

International School advertisement

Source: Cenoz & Gorter, 2015 p.9

#### 4.1.6.1. Government Advertisement



Figure 4.13. Government Advertisement

The most obvious function of this government advertisement above as a tool to give information about congratulation. The advertisement was created by the Surabaya government to give congratulation about the success of the inauguration event conducted by Mayor and vice mayor of Surabaya city toward the chief of KADIN. KADIN is an Indonesia businessman organization that handles the economic sector. The use of Indonesia in government advertisement to symbolize as a national language identity. Moreover, since the government made an official rule regarding the use of Indonesian in government advertising. So, all of the advertising that is created by the government must be obligated to use the Indonesia script. As stated by Fakhiro and Rohmah (2018, p. 103), Most of the Indonesian language sign can be seen in a public place regulated by the government, such as the market, the train station, and the road.

## 4.1.6.2. Announcing Event Advertisment

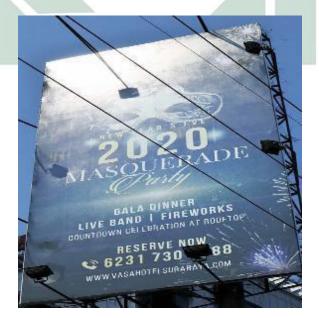


Figure 4.14. Announcing Event Advertisment

The advertisement above is clearly to give information for common people about announcing an event that happened on new year's eve 2020. This event aimed to celebrate the new year in 2020 with attended some live band, and in the end, the event was done fireworks. Masquerade party is an old tradition that was done by European nobles on hereditary. This party used to hold in February in Europe, and the guess of this party must wear a mask to dance with their couple that unknown before. The use of English script in the advertisement above symbolize of the luxury that has reflected the history of this party would be attended by people from the upper class like a possibility in Europe. Furthermore, the use of English will provide prestige and increase the level of social class where not all people grasp English and can speak English (Fakhiroh & Rohmah, 2018, p. 107).

## 4.1.6.3. Automotive Advertisment



Figure 4.15. Automotive Advertisment

The automotive advertisement above had the primary purpose of giving marketing about the product that they sold. In order to, the reader those who read

the advertisement can be interested and buy their product. On the below right side, some achievements had ever gotten for this car. It is intended to give more value to this product and get more economic purpose. Meanwhile, the use of the English script of the automotive advertisement above symbolizes modernity. The use of English is often correlated with values such as global orientation, modernity, success, elegance, or pleasure (Piller, 2001, p. 156). The modernity of the automotive product above can be shown from the modern appearance of the car that looked on the advertisement above. In other words, this car has modern features that this car ever got many achievements.

## 4.1.6.4. Cigaratte Product Advertisment



Figure 4.16. Cigaratte Product Advertisment

The cigaratte advertisement above has an economic aspect function for marketing. The script "Taste The Difference" shows that this product has better taste than others. However, it persuades the reader to buy this product to get a better taste. Indonesia is the third-largest smoker country in the world after India. So, plenty of cigaratte advertising billboards are established in everywhere. Almost all cigarette advertisings use English in its script. The use of English in

cigaratte advertisement symbolizes to increase the product being sold. But, in the warning section, the Indonesia script is used. The use of Indonesia in the warning section gives a clear explanation for Indonesia people about dangerous to be a smoker. A closer examination at the signage shows that all tobacco advertisements use monolingual English in their messages, whereas Indonesian sentences are used in the warning section (Yanuar & Tabiati, 2016, p. 130).

## 4.1.6.5. Food Product Advertisment



Figure 4.17. Food Product Advertisment

The food product advertisement is from a noodle food product. This product is so familiar in Indonesia people because it has a low price, and the taste is delicious. The food product advertisement above is purely aimed at marketing. Some different languages are written in this food product advertisement.

Indonesian appears on the top part of the advertising that symbolizes the product is originally made in Indonesia. English scripts appear on the low left side

advertising with accompanied of Korean language beside it. English scripts are used to increase social status and attract many customers. Meanwhile, Korean scripts are associated with the trend of the new language that is happening, especially on teenagers. Plenty of phenomenons Korean group band and Korean film, which are amazed by Indonesia teenagers becoming Korean is not just a foreign language but as trend new language in Indonesia.

# 4.1.6.6. Online Application Advertisment



Figure 4.18. Online Application Advertisment

The online application above is the Traveloka application, which provides convenience for customers from booking ticket hotels, transportation, and some entertainment. The advertisement is clearly to give information on the reader that there are some new features available in Traveloka with unique experiences. The multilingual of Indonesia, English, and Javanese are used in the advertisement above. English script "Traveloka Experience" is used to mention

the name of the application. Whereas, the Indonesia language "syarat & ketentuan berlaku" shows that this application has a rule and requirement able to get a discount price. Interestingly, Javanese script "rek saiki wes one nang Traveloka, one diskon" appears on the advertisement, which symbolizes Javanese as local identity languages in Surabaya. The majority of the Surabaya people use Javanese as daily communication with others. However, the intensity of Javanese use, especially on advertisements or signs, is rarely to be found.

# 4.1.6.7. International School Advertisment



Figure 4.19. International School Advertisment

The advertisement above comes from International Merlion School where is located in H.R Muhammad street. The advertisement has two functions informative and symbolic function. The informative function seems that the advertisement gives merry Christmas and happy new year to the students. Then, the symbolic function seems on the use of English scripts symbolize that this is an international school where the students do not come from in one country but also come from the whole of the world. Furthermore, the use of Chinese scripts

symbolizes the existence of Chinese students more dominant in school. It seems that the majority of Chinese people living in elite housing where is exactly the place near the school.

The students have to accept multilingual education from impact where society is becoming more multilingual as it had ever been described in linguistic landscape inside the multilingual school by Cenoz and Gorter (2015, p. 7) multilingual education is the use of two or more languages in the curriculum, so that the purpose of the curriculum is multilingualism where the Basque country often uses three languages, such as Basque, Spanish, and English, in some French and German schools.

#### 4.2 Discussion

This present study reveals about kind of language use found and the function of the sign on advertising billboard on Basuki Rachmat and H.R Muhammad street. Basuki Rachmat and H.R Muhammad are chosen because the roads become business area, and plenty of advertising billboards from local and international brands put up along the roads. The researcher found kinds of language use on each of the streets where the result was literally different from each other. The existence of the Javanese language appeared on the advertising billboard on Basuki Rachmat street, which Javanese as a mother tongue in orally almost all Surabaya people to use it for daily communication with others. However, the intensity of Javanese language use on advertising billboards is still rare to be found. A similar case had been found before in the linguistic landscape of Malang by Yanuar and Tabiati (2016, p. 124) when Javanese as a local

language does not have more space and has lost the existance to use on any sign in public space. Whereas, bilingual Indonesia-English is still dominant in a strong position on Basuki Rachmat. Followed monolingual Indonesia in second place and English is in the next.

However, we must note that the monolingual Indonesia script on advertising billboards still has a tremendous amount that indicates Indonesia's language use still place in a strong position. Moreover, the monolingual English language also has a place almost the same as Indonesia that mostly English appeared on a commercial advertising billboard, especially for the International brand. Since, globalization era for the world economic, English is known as the primary language in the world that has ever been recorded by (Kachru, 1992, p. 3).

On the other hand, on H.R Muhammad's kind of language use found completely different from Basuki Rachmat, where is the existence of Javanese language nothing to be found at all. Interestingly, the Chinese language appeared on some advertising billboards which were companied by other languages. As well as, the monolingual English advertisement billboard on H. R Muhammad places in a strong position than Indonesia. However, the use of English, especially in the business area, able to be increase rapidly because of the effect of globalization that brings English as an international language, especially in the business sector. Although, Bilingual Indonesia-English still place in the second position which Indonesia still exist and show their identity as an official language.

There are relations with this present study and the previous study in the linguistic landscape of Sidoarjo City by Fakhiroh and Rohmah (2016, p. 100) that

the bilingual Indonesia-English and monolingual Indonesia and monolingual English still have on a strong position. Whereas the intensity of Javanese language as local language is rarely to use, especially on advertising billboards in Surabaya. Meanwhile, there are some function of signs in Sidoarjo LL that almost similar happened in this present study. First, the function of the Indonesia language in Sidoarjo LL to provide information and able to symbolize something. Whereas Indonesia language of this study on the advertising billboard provides information on congratulation and symbolizes a national language identity.

Meanwhile, Javanese in Sidoarjo LL is to conserve the local language. Then, the Javanese language of this study as an identity of the local language. The use function of English language in Sidoarjo LL is connected with readiness to welcome international visitors and attract customers in business. Furthermore, the use of English on advertising billboards of this study is more associated with prestige, modernity, luxury, and able to increase the product being sold.

Moreover, the use of the Korean language in Sidoarjo LL is intended for the teenage customers who love Korean culture, and the use Chinese language on shop sign in Sidoarjo LL symbolizes the restaurant is owned by Chinese people. As well as the use of the Korean language in this study is associated with the trend of the new language that is happening, especially on teenagers. And the use Chinese language at the international school advertisement in this study symbolizes the existence of Chinese students more dominant in the school. Overall, the conclusion of this study observing on advertising billboard in a foreign language is for marketing purposes.

#### **CHAPTER V**

#### **CONCLUSION AND SUGGESTION**

#### 5.1 Conclusion

The present study reveals the linguistic landscape of the advertising billboard in Surabaya. Basuki Rachmat and H.R Muhammad streets are selected because plenty of advertising billboards are built up along the roads. In the other side, Basuki Rachmat and H.R Muhammad become a business area in Surabaya, where the roads become the main road to access to a vital place such as office, bank, mall, etc. Along with the observation on Basuki Rachmat and H.R Muhammad street, the researcher had successfully collected 67 data (words, phrases, or sentences in different languages) of 48 data sources (advertising billboards) on Basuki Rachmat street. Whereas, the data from H.R Muhammad street were collected amounting of 38 data (words, phrases, or sentences in different languages) of 29 data sources (advertising billboards).

Furthermore, there are some kinds of language use found on Basuki Rachmat and H.R Muhammad street from monolingual advertising billboards such as Indonesia, English, and Javanese. Whereas Bilingual scripts on advertising billboards as Indonesia-English, Indonesia-Italy, Indonesia-Chinese, English-Chinese, and multilingual scripts such as Indonesia-English-Korean, Indonesia-Javanese-English. Bilingual Indonesia-English still becomes the dominant language on Basuki Rachmat street. Nevertheless, we must notice that monolingual Indonesia still has a tremendous amount, which indicates that Indonesia language still places in a strong position. Moreover, monolingual

English also becomes one of the most languages used on H.R Muhammad. The existence of English almost the same as Indonesia that mostly English appeared on a commercial advertising billboard, especially for the International brand on Basuki Rachmat and H.R Muhammad. Most English use on advertising billboards are used for marketing purposes, which English is used to increase the product that is sold as stated in big line Fakhiroh and Rohmah (2018, p. 107) Foreigner languages are used to get more customers to buy their product.

Moreover, the function of sign (informative and symbolic) can be found on an advertising billboard in Surabaya. Indonesia's script on advertising billboards symbolizes as a national language identity. Javanese script symbolizes as a local language identity. English scripts on advertising billboards symbolize prestige, modernity, luxury, and able to increase the product being sold. The use of the Korean language in this study is associated with the trend of a new language that is happening, especially on teenagers. Furthermore, the use of the Chinese language in the international school advertisement in this study symbolizes the existence of Chinese students more dominant in school.

#### 5.2 Suggestion

This present study is still incomplete, and it can be said to far from perfect.

This study just concerns on one data source of advertising billboards, and only two roads (Basuki Rachmat and H.R Muhammad) were selected to become observation place. Hopefully, the next research that has a theme in Linguistic Landscape can expand the data source, focusing on any advertisement form and involve more of observation place not only in around of Surabaya but also beyond

Surabaya. As well as interviewing or giving questionnaires with random people of the next research is needed to get precise information.



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