

**LINGUISTIC LANDSCAPE OF ADVERTISING BILLBOARDS
IN SURABAYA
THESIS**



**BY:
RUDI PERDANA
REG. NUMBER : A03216040**

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA
2020**

DECLARATION

I am the undersigned below:

Name : Rudi Perdana

NIM : A03216040

Department : English Department

Faculty : Art and Humanities

University : UIN Sunan Ampel Surabaya

Truly state that the thesis I wrote under the title “LINGUISTIC LANDSCAPE OF ADVERTISING BILLBOARDS IN SURABAYA” is really my original work, and not a plagiarism in part or in whole.

If in the future it is proven that this thesis results from plagiarism, either in part or in full, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, May 13th, 2020



Rudi Perdana

APPROVAL SHEET

LINGUISTIC LANDSCAPE OF ADVERTISING BILLBOARDS IN
SURABAYA

by

Rudi Perdana

Reg. Number: A03216040

Approved to be examined by the Board of Examiners, English Department,
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, May 13th, 2020
Thesis Advisor



Dr.A. Dzo'ul Milal, M.Pd
NIP. 196005152000031002

Acknowledged by:
The Head of English Department



Dr. Wahyu Kusumajanti, M. Hum
NIP. 197002051999032002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Art and Humanities, UIN Sunan Ampel Surabaya on June 2nd, 2020.

The Board of Examiners are:

Examiner 1



Dr.A. Dzo'ul Milal, M.Pd
NIP. 196005152000031002

Examiner 2



Prof. Dr. Hj. Zuliati Rohmah, M. Pd
NIP: 1973030320000032001

Examiner 3



Murni Fidiyanti, M. A.
NIP: 198305302011012011

Examiner 4



Raudlatul Jannah, M. App. Ling
NIP: 197810062005012004

Acknowledged by:
The Dean of Faculty of Art and Humanities
UIN Sunan Ampel Surabaya



Dr/ H. Agus Aditoni, M. Ag
NIP: 196210021992031001

KEMENTERIAN AGAMA

UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA

PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300

E-Mail: perpus@uinsby.ac.id



LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Rudi Perdana
NIM : A03216040
Fakultas/Jurusan : Adab dan Humaniora/Sastra Inggris
E-mail address : rudiperdana1@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

Sekripsi Tesis Desertasi Lain-lain (.....)
yang berjudul :

Linguistic Landscape of Advertising Billboards In Surabaya

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 27 July 2020
Penulis

Rudi Perdana

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 board contains an explanation 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; Fakhro & 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 shopping 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 qualitative-quantitative. 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 Fakhroh & 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.

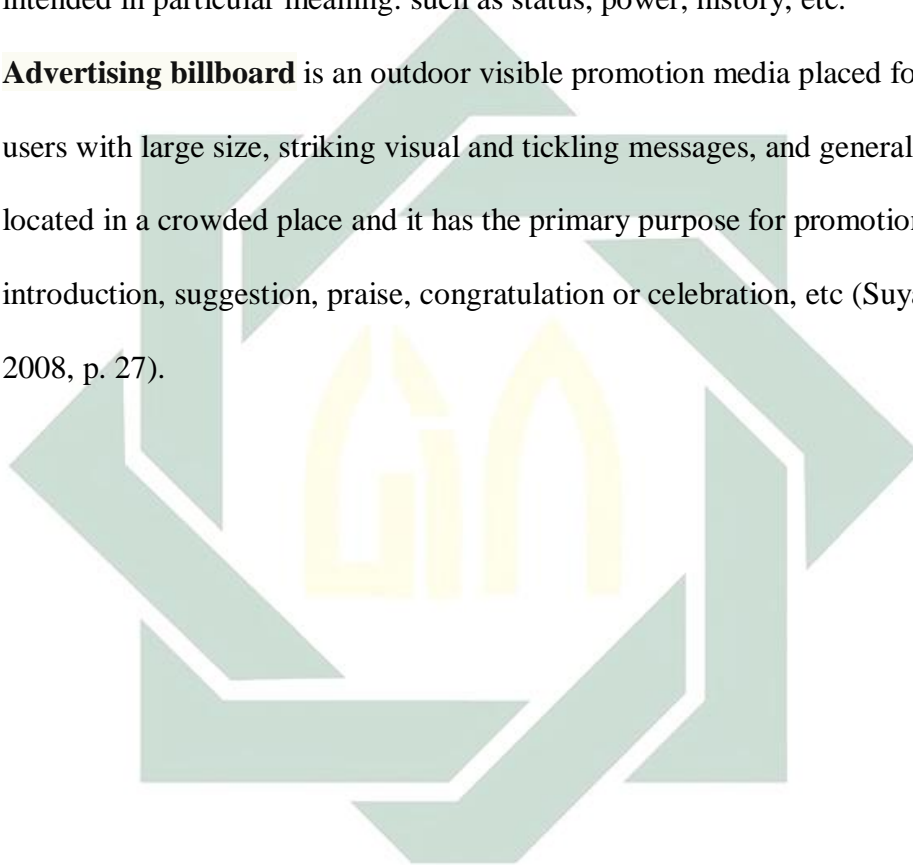
Hence, the researcher looks at the case of the linguistics landscape in Sidoarjo Fakhroh and Rohmah (2016) that they found variety kinds of languages use and the function of signs which often involves English, Arabic and other languages. so, it can rise up assorted function of sign in Sidoarjo, one of 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 Fakhroh 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

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).



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 goverment. For the example language policy on every goverment's signs in Indonesia. The signs must use Indonesia on its scripts. The function shows that Indonesia as a national language must be preserved.

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) Fakhroh 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, Fakhroh 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),

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.

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 existence 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 accompanied 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 Fakhroh 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.

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 Fakhroh 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

- Lou, J.J. (2010). Chinese on the side: The marginalization of Chinese in the linguistic landscape and social landscapes of Chinatown in Washington, DC. In E. Shohamy, E. Ben-Rafael, & M. Barni (eds.). *Linguistic landscape in the city*, (1st ed.) (pp. 97-114). UK: British Press.
- Miffin, H. (2000). *Linguist*. Michigan: University Michigan Press.
- Oktaviani, E. (2019). *Linguistic landscape: A case study of shop names in Gresik Kota Baru (GKB), Gresik*. Undergraduate Thesis. Surabaya: Universitas Negri Sunan Ampel.
- Peraturan Daerah Tingkat II Yogyakarta. (1998). *Lembaran daerah kota madya daerah tingkat II Yogyakarta*. Yogyakarta: Peraturan Daerah Yogyakarta.
- Piller, I. (2006). Identity constructions in multilingual advertising. *Journal Language in Society*, 1(30), 153-186.
- Putra, A.A.E. (2016). *The bilingualism in road sign, from the perspective of the linguistic landscape*. Undergraduate Thesis. Surabaya: Universitas Negri Sunan Ampel.
- Rafsanjani, A.R. (2019). *A linguistic landscape study of advertising sign on shopping mall and traditional market in Surabaya*. Undergraduate Thesis. Surabaya: Universitas Negri Sunan Ampel.
- Sari, A.D.M.W. (2019). *A linguistic landscape study of signage in Museum Angkut Batu East Java*. Undergraduate Thesis. Surabaya: Universitas Negri Sunan Ampel.
- Smalley, W.A. (1994). *Linguistic diversity and national unity: Language ecology in Thailand*. Chicago: University of Chicago Press.
- Sneddon, N.J. (2003). *The Indonesia language: Its history and role in modrn society*. Australia: UNSW Press.
- Spolsky, B. (2009). *Language management*. Cambridge: Cambridge University Press.
- Spolsky, B., & Cooper, R.L. (1991). The languages of Jerusalem. In K. Trump. *Language contact*, (1st ed.)(pp.175). Oxford: Oxford University Press.
- Sugiyono, P.D. (2009). *Metode penelitian kuantitatif kualitatif dan R&D*. Bandung: Alfabeta.
- Supriyanto, S.A. (2008). *Meraih untung dari spanduk hingga billboard*. Yogyakarta: Ghatama.
- Suyanto, M. (2008). *Muhammad business strategy & ethnic*. Yogyakarta: Andi Offset.
- Yanuar, N. & Tabiati, S.E. (2016). Public signs in the city of Malang: A study on the linguistic landscape of Indonesia. In Santi, V.N., Huda, M., &

