A LINGUISTIC LANDSCAPE STUDY IN TOURISM PLACES OF SURABAYA CITY

THESIS

BY:

NUR LAELA

REG.NUMBER: A03217041

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

UIN SUNANAMPEL SURABAYA

2021

DECLARATION

DECLARATION

I am the undersigned below:

Name   : Nur Laela
Reg.number   : A03217041
Departement : Engslih
Faculty   : Arts and Humanities
University   : UIN Sunan Ampel Surabaya

Truly state that the thesis I wrote is really my original work, and not a plagiarism/fabrication in part or in whole.

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

Surabaya, June 13th 2021
Nur Laela

Nur Laela

iv

APPROVAL SHEET

APPROVAL SHEET

A LINGUISTIC LANDSCAPE STUDY IN TOURISM PLACES OF
SURABAYA CITY
by
Nur Laela
Reg.Number: A03217041

Approved to be examined by the Board of Examiners, English Departement,
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya
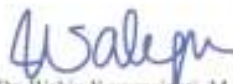
Surabaya, June 13th 2021

Thesis Advistor

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

Acknowledged by:
The Head of English Departement

Dr. Wahju Kusumajanti, M.Hum
NIP. 197002051999032002

ii

EXAMINER SHEET

This thesis of Nur Laela (Reg. No. A03217041) has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on June 30th, 2021.

The Board of Examiners are:

Examiner 1

Dr. A. Dzo'ul Milal, M.Pd
NIP. 196909251994031002

Examiner 2

Prof. Dr. Zuliati Rohmah, M.Pd
NIP197303032000032001

Examiner 3

Raudlotul Jannah, M.App.Ling.
NIP. 197810062005012004

Examiner 4

Subandoko, M. Pd.
NIP.198905282018011002

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

Agus Aditoni, M.Ag.
NIP.196210021992031001

iii

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   : Nur Laela
NIM   : A03217041
Fakultas/Jurusan   : Adab dan Humaniora / Sastra Inggris
E-mail address   : nurlaela26ela@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 :
A Linguistic Landscape Study in Tourism Places of Surabaya City

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif 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, 14 Juli 2021

Penulis

(Nur Laela)

ABSTRACT

Laela, N. (2021). *A Linguistic Landscape Study in Tourism Places of Surabaya city.* English Department, UIN SunanAmpel Surabaya. Advistor:Dr. A. Dzo'ul Milal, M.Pd.

Keywords: linguistic landscape, sign, tourism places

This study aims to analyze the linguistic landscape in tourism places of Surabaya city. The tourism places chosen by the researcher are the oldest and most famous tourism places in Surabaya city, namely the Sunan Ampel mosque, Ken park, and Surabaya Zoo. To analyze this research, the researcher used findings based on Landry and Bourhis (1997), Gorter (2007), and Spolsky (1991). There are three formulations of the problem in this study, the first is the types of landscape linguistics that exist in the three tourism places, the second is the diversity of languages used in linguistic landscape, and the last is the function of linguistic landscape.

This study uses a qualitative and quantitative method. Qualitative methods are used by researcher to explain and interpret various signs, and percentage of data that has been obtained from observations. To collect data, the researcher conducted a field survey, after that conducted observations and survey. Survey were conducted in each tourism places with a total of 30 sources. The languages and also the results of survey. Quantitative methods are used to calculate the amount analysis was continued by identifying the type of linguistic landscape, which then analyzes the language used in linguistic landscape and grouping it, and finally, transcribing the results of the survey so that conclusions can be drawn from the function of linguistic landscape in tourism places.

The results of the study show that there is a 547 linguistic landscape from three tourism places. The data include top-down 372 with a percentage of 68% and bottom-up 175 with a percentage of 32%. Furthermore, to answer the second formulation of the problem, the researcher found several types of language used in the linguistic landscape such as monolingual, bilingual, trilingual, and multilingual. The researcher also found that there are 10 languages used such as Indonesian, English, Arabic, Javanese, Madurese, Dutch, French, German, Chinese and Japanese. And finally, from the results of the study, 28 people answered that linguistic landscape has a function as information in the tourism places, while 2 people answered that linguistic landscape has a function as a character in the tourism places. The researcher found uniqueness in the writing of various languages, such as Indonesian written in Arabic letters and Javanese written in Javanese script.

ABSTRAK

Laela, N. (2021). *Studi tentang Lanskap Linguistik di tempat-tempat wisata yang ada di Kota Surabaya.*Program Studi Sastra Inggris, UIN SunanAmpel Surabaya.Pembimbing :Dr. A. Dzo'ul Milal, M.Pd.

Kata kunci: lanskap linguistik, tanda, tempat wisata

Penelitian ini bertujuan untuk menganalisis lanskap linguistik yang ada di tempat wisata di Surabaya. Wisata yang dipilih oleh peneliti adalah wisata –wisata yang tertua dan terkenal di Surabaya yaitu masjid Sunan Ampel, Ken park, dan kebun binatang Surabaya. Untuk menganalisa peneliti berlandasan pada penemuan yang ditemukan oleh Landry and Bourhis (1997), Gorter (2007), dan Spolsky (1991). Ada tiga rumusan masalah dalam penelitian ini yang pertama adalah macam-macam lanskap linguistik yang ada ditiga wisata, yang kedua yaitu keragaman bahasa yang digunakan di lanskap linguistik, dan yang terakhir yaitu fungsi dari lanskap linguistik.

Penelitian ini menggunakan metode kualitatif dan kuantitatif. Metode kualitatif digunakan peneliti untuk menjelaskan dan menginterpretasikan macam-macam tanda, bahasa dan juga hasil dari survei. Metode kuantitatif digunakan untuk menghitung jumlah dan presentase data yang telah di peroleh dari observasi. Untuk mengumpulkan data peneliti melakukan survey lapangan, setelah itu melakukan observasi dan survei. Survei dilakukan disetiap tempat wisata dengan total tiga puluh narasumber. Analisis dilanjutkan dengan mengindentifikasi tipe dari lanskap linguistik, yang selanjutnya menganalisa bahasa yang digunakan di dalam lanskap linguistik serta mengelompokkannya dan yang terakhir yaitu mentranskrip hasil dari survei supaya dapat menarik kesimpulan dari fungsi lanskap linguistik di tempat wisata.

Hasil dari studi menunjukkan bahwa terdapat 547 lanskap linguistik dari tiga tempat wisata. Dengan data yang termasuk top-down 372 dengan presentase 68% dan buttom-up 175 dengan presentase 32%. Selanjutnya untuk menjawab rumusan masalah kedua peneliti menemukan beberapa macam tipe bahasa yang digunakan di lanskap linguistik seperti monolingual, bilingual, trilingual dan multilingual. Peneliti juga menemukan ada 10 bahasa yang digunakan seperti bahasa indonesia, bahasa inggris, bahasa arab, bahasa jawa, bahasa madura, bahasa belanda, bahasa perancis, bahasa german, bahasa cina dan bahasa jepang. Dan yang terakhir dari hasil penelitian 28 orang menjawab bahwa lanskap linguistik memiliki fungsi sebagai informasi tempat wisata, sedangkan 2 orang menjawab bahwa lanskap linguistik memiliki fungsi sebagai ciri khas dari tempat wisata tersebut. Peneliti menemukan keunikan dalam penulisan bahasa yang bervariasi seperti bahasa indonesia yang ditulis dengan huruf arab dan bahasa jawa yang ditulis aksara jawa.

TABLE OF CONTENTS

Cover Page

x

xi

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

To research linguistic landscapes in tourism places of Surabaya city. The researcher needed to make the concepts first. The concepts are shown in chapter 1. Furthermore, those are the background of the study, problems of the study, significance of the study, scope, limitations, and the last definition of key terms.

1.1 Background of Study

Surabaya city, the capital of the East Java province, has experienced very rapid development. Medcom (2018) reports that the award given in the State of Milan, Italy to the Surabaya city as the famous city on 7th December 2018, Guangzhou Award 2018. Furthermore, Cable News Network Indonesia (2018) reports that Surabaya city succeeded in bringing home four awards at the same time in international events such as the Lee Kuan yew award, the ASEAN tourism forum, and also the ministry of state apparatus empowerment and bureaucratic reform. Surabaya has been included in the list of metropolitan cities established by the directorate general of spatial planning in 2006. Mayor Tri Risma Harini has turned Surabaya into the best city by making parks in Surabaya, amounting to 143 active parks. There are still 327 parks in the design and some tourism places (Newspaper of Surabaya, 2017). Dezer (1991) said that "The metropolitan city is an international tourism destination," The Surabaya city has many tourism places. There are so many tourism places in

1

Surabaya, including Surabaya Zoo, Taman Hiburan Surabaya, Ken park, Kenjeran Beach, Bamboo Forest, Mangrove, Surabaya North Quay, Heroes Monument, Museum of Host of Sampoerna, Surabaya Museum, Great Mosque, Sunan Ampel Mosque, Suroboyo Carnival Park, Submarine Museum, and so on. However, the researcher will use three tourism places: Sunan Ampel Mosque, Ken Park, and Surabaya Zoo. These three tourism places are the oldest tourism places that are still famous and crowded with visitors. Therefore, the three tourism places can be used to see the environment in these tourism places through the linguistic landscape. Indeed, many things are done to attract tourism. One of them is to use the linguistic landscape.

Linguistic landscape (LL) study investigates displayed language in a particular space, generally through the analysis of advertisements, billboards, and other signs (Rochelle, 2019). It can be concluded that linguistic landscape is a sign, but the linguistic landscape can also be called a sign that has language because a language will be used for all things and is needed in all fields (Tarigan, 1989). Language has a function as a system that works systematically and is also capable of working generatively. So, from the expression, it can be understood that language is important, Walija (1996) states that language is a complete and effective communication to convey everything. Language is also used in oral communication and can also be used by writing, like the language used in the landscape. "Wherever and whenever we are sure we will see the language," Five Man electrical band, 1970 including the languages in the landscape at the tourism site. Linguistic landscape can also help see the value

of tourists and culture, social in the community as expressed by Rafael, Company, and Barni (2010) state that Linguistic landscape is a new field that includes sociolinguistics, anthropology, sociology, psychology, and cultural geography.

The study of the linguistic landscape has been the main topic in the research with different objects, as was done by previous researchers such as by Gorter (2007), Singhasiri (2013), Sutthniraphan (2016), Wafa and Wijayanti (2018), Fakhiroh and Rohmah (2018), Fhakhiroh (2019), Auliasari (2019), Rafsanjani (2019), Abdillah (2019), Hamdiyah (2019), Putra (2019), and Sari (2019).

Gorter (2007) used the cities as a source of research data. He studied LL (linguistic landscape) to understand social problems in Rome. The object used is downtown Rome. He analyzed the landscape in four different environments to see the diversity of linguistic landscape (LL), the language used in the linguistic landscape. Furthermore, the results of his research he found more English in the street environment of Rome in the form of billboards, and can also show that in the city of Rome, there are environments that still use foreign languages such as Chinese.

Furthermore, Singhasari (2013), The same as previous the researchers used transportation places as objects. However, he did not compare places with each other. The researcher only focuses on LL at the station. He described the linguistic landscape taking place at the Thai State Railway Station in collecting the same data as previous research in images. The linguistic landscape image

he got was 250 images. He found that English and Thai were spoken in the linguistic landscape.

Sutthniraphan (2016) uses advertising as the data source. The research focused on one type of landscape, billboards. He collected advertisements from three different stations as Siam, Mochit, and Phayathai. From the results of his research, he found that Thai and English were more often used advertisements.

Wafa and Wijayanti (2018) used worship places in Surabaya. They chose ten worship places in Surabaya, Islamic worship places, namely the SunanAmpel mosque and the Al Akbar National mosque. Christian places of worship are the Church of the Birth of the Blessed Virgin Mary, the holy church of Jesus, and the Cathedral of the Heart. Hindu religious places, namely the Great Hindu Temple Jagat Karana and the Hindu Segara Temple. Buddhist places of worship, namely the Buddhist Budhayana Temple, Sanggar Agung Buddhist Temple, and HokAnKiong. Chinese religious worship places are the Chinese Temple and the Chinese Temple Boen Bio. In their research, they examined the language in the linguistic landscape in the worship places. From the results of their research, they found that Indonesian is higher in presentation as a language that is often used in linguistic landscapes in worship places.

Just as Gorter (2007) uses cities as objects, Fakhiroh and Rohmah (2018) used cities as objects. In their research, they chose Sidoarjo to analyze the landscape. They have researched the linguistic landscape in Sidoarjo. Their research aims to analyze the language and functions in several selected roads

such as the Larangan market, the train station, the central park, the three main streets in Sidoarjo, the shopping center park. From the results of their analysis, Indonesian and English are used more frequently. And the function of the linguistic landscape in that place as information, regulations, symbolic.

Furthermore, Fhakhiroh (2019) collected data by conducting observations and interviews. However, in her research, she uses the Arab village in Bangil as a source of data based on Landry & Bourhis (1997) work to classify the linguistic landscape. Also, she used the Spolsky and cooper foundation. From the results of her analysis, she found 250 signs and some reasons obtained from the interview in meeting the five conditions for using the chosen language. The researcher divided the reason for the chosen language into three: writing the familiar languages, capturing the communicative goals, and last asserting ownership. The four languages written in the linguistic landscape are Arabic, Indonesian, Javanese, and English. Moreover, the languages apply in whether monolingual, bilingual, and trilingual.

In studying LL, schools can be used as objects or sources of data, as Auliasari (2019) used schools to obtain data, while the schools used different statuses such as private schools and public schools. The researcher wants to know how the existing LL of the selected school is compared. Whether LL in different schools has the same LL or not, and what about the language used in LL in the school area. To continue her research researcher used the theory of Spolsky and Cooper, which is very suitable for her research. Furthermore, to get the data, the researcher used two instruments, observation and interview.

From the results of her research, the researchers found five languages that were in LL and also had six LL functions.

In contrast to what Rafsanjani (2019) only focused on linguistic landscapes containing advertisements, she used traditional and modern markets to compare the appearance of linguistic landscapes focused on billboards. In addition, the researcher interviewed the shop owner to explain the reason for using the linguistic landscape board for this advertisement content. The data obtained were 81 data with qualitative and quantitative method approaches. In the results of the study, she found that English was used more frequently in the modern market than in the traditional market.

Furthermore, research conducted in Mojokerto and Surabaya cities focused on the languages apply in the linguistic landscape. Hamdiyah (2019) used the same method as before, but Spolsky and Coopers (1991) used the other theories to solve language function problem formulations. In her research, she compared the languages in the linguistic landscape of the cities of Mojokerto and Surabaya. The results of her research found that the language used could not affect the linguistic landscape.

Surabaya city is also used as a data source by Putra (2019) to analyze signs in Surabaya that focused on language and language functions. Just like previous researchers, the researcher used the same methods as Rafsanjani (2019). However, in his research, he did not compare cities like Rafsanjani (2019) because he focused on road signs on the highway of Surabaya City in his research. In his research, 81 data were obtained from 5 roads and one

arterial segment. The results of his research in English and Indonesian are mainly used on linguistic landscape boards. English is widely applied on Jalan Tunjungan.

Sari (2019) analyzed tourism places in her research. She analyzed the LL in the Museum Angkut Batu Malang, just like previous researchers used qualitative and quantitative approaches. So that from the results of her research, she found 306 landscapes and nine languages in the museum landscape of Angkut, namely English, Indonesian, Chinese, Italian, Arabic, Sundanese, German, French, Dutch.

From previous researchers, it can be seen that the linguistic landscape has an extensive area from public places to proper places such as schools. There are so many things that can be analyzed in a linguistic landscape like the previous research that only used linguistic landscape from the language side as done by Hamdiyah (2019) and Putra (2019), besides that the billboards also become data conducted by Rafsanjani (2019) and Sutthniraphan (2016) to find out the function of these advertisements. However, few studies investigate LL in tourism places. The data source used in this research is the oldest tourism places in Surabaya which are still famous tourism places in Surabaya city and often visited by tourists, namely Sunan Ampel mosque, Ken park, and Surabaya Zoo. The researcher chose the Sunan Ampel mosque as the oldest religious tourism in Surabaya. The three tours are the oldest tourism places in Surabaya until nowadays outsiders must visit it. And then Ken park is the oldest and only natural tourism place in Surabaya. Moreover, the last tourism

places the Surabaya Zoo as the source of the data because the Surabaya Zoo is the oldest educational tour (animals) in Surabaya, then And the reason the researcher chose the three tourism places because the tourism places is a typical or mainstay of the city of Surabaya.

Recently, there has been growing interest in the diversity of linguistic landscapes and languages used in tourism places in Surabaya city. So, the researcher tried to find a blemish to combine all the information obtained from previous researchers. The researcher is interested in using tourism places because tourism places are places that people want to visit. However, the researcher combined some of the most tourism places in the city of Surabaya.

The purpose of this study is the first to show the linguistic landscape in Sunan Ampel mosque, Ken park, and Surabaya Zoo, the second to describe the languages that have been found in SunanAmpel mosque, Ken park, and Surabaya Zoo, and the last are to describe the people's understanding of the linguistic landscape in Sunan Ampel mosque, Ken park, and Surabaya Zoo.

However, as far as the researcher knows, there is no research on the linguistic landscape that used three kinds of tourism places with different tourism destinations, especially in the city of Surabaya. The research has focused on the linguistic landscapes used on the linguistic landscape board at each tourism place selected. The researcher also focuses on the kinds of languages that exist in the linguistic landscape in which each tour is located and focuses on the function of these linguistic landscapes. The researcher combines different findings from previous studies conducted by Landry &

Bourhis (1997), Gorter (2007), and Spolsky (1991). In this study, the

researcher analyzes the linguistic landscape, the diversity of languages used in

the linguistic landscape, and also know the function of the language in

linguistic landscape, so that the results to be obtained from this study are more

than previous studies and can help the researcher change the language

linguistic landscape profoundly.

1.2 Problems of the study

Referring to the background of the study, the research questions are

formulated to analyze the linguistic landscape in Zo Sunan Ampel

mosque, Ken park, and Surabaya Zoo:

1. What types of linguistic landscape are displayed in Sunan
   Ampel mosque, Ken park, and Surabaya Zoo?

2. What languages are used in the linguistic landscape Sunan
   Ampel mosque, Ken park, and Surabaya Zoo?

3. What are the functions of the linguistic landscape in Sunan
   Ampel mosque, Ken park, and Surabaya Zoo?

1.3 Significance of the Study

Theoretically, this research contributes to the development of

understanding sociolinguistic with its focus on linguistic

landscapes. Therefore, this research could be a source of increased

scientific science in linguistics related to landscape in one place,

especially linguistic landscape in the city, and the researcher hope

that it can enhance understanding in the linguistic landscape, the diversity of languages in linguistic landscape, and the function of the linguistic landscape.

Furthermore, the practices in this research provide new things that previous studies in linguistics landscape have never done. Additionally, the research may also add a reference to students in their understanding of the linguistic landscape. Finally, it may also refer to the further researcher interested in analyzing the linguistic landscape. That can be shaped like a road sign, public and private announcement, general signs, billboards, advertising sign, or diversity of languages that exist in the landscape or also understand the function of the linguistic landscape, especially in tourism places in Surabaya city such as researcher have chosen Sunan Ampel mosque, Ken park, and Surabaya Zoo.

1.4 Scope and Limitation

The scope and limitations of this research area in sociolinguistics, namely in the field of linguistic landscapes, which are carried out in tourism places in Surabaya city that have been selected by researchers such as Sunan Ampel mosque, Ken park, and Surabaya Zoo. This study focuses on analyzing the linguistic landscape in tourism places in Surabaya city, the diverse language used in the signs, and the functions of the signs on the tourism places.

1.5 Definitions of Key Terms

a. Linguistic landscape: The study of linguistics that focused on sociolinguistics that examines language in public.

b. Tourism Places: A place that has a function as a tour of the city

c. Surabaya City: The province of East Java and is the second-largest city in Indonesia.

d. Sunan Ampel mosque: The oldest religious tourism place in Surabaya, religious tourism for Muslims.

e. Ken park: A tourism place that provides natural views of the only one in Surabaya and is the oldest natural tourism place in Surabaya.

f. Surabaya Zoo (KBS): A tourism place that connected tourism with education or educational tour in Surabaya and became the oldest educational tour in Surabaya.

CHAPTER 2

REVIEW OF LITERATURE

Providing theories related to the study are needed in research to support the research framework that has already been drawn in the previous chapter. Here, the researcher provides related theories about the linguistic landscape.

2.1 Linguistic Landscape

The linguistic landscape is the study of linguistics that focused on sociolinguistics that examines language in public. The definition based on Fleitas (2003) that "Linguistic landscape is extended to include a description of the history of languages or different degrees in the knowledge of languages. Or more narrowly, it can refer to the language-internal variation in parts of just one language, in particular concerning its vocabulary, but also in other elements, even the words used in therapeutic communication". Linguistic landscape first appeared in 1997 by Landry and Bourhis. They said that the linguistic landscape is a public sign that has an important role in the region, such as road signs, street names, place names, public signs on government, an urban agglomeration, and advertising billboards as for a lot that is contained in the linguistic landscape, including top-down and bottom-up that has been divided by (Landry & Bourhis, 1997).

Landry and Bourhis (1997) define that the linguistic landscape is divided into top-down and bottom-up. The purpose of top-down is a sign made by

12

a government agency such as a street name, a state-owned office, a place
name, a signpost, while a Bottom-Up is a sign made by a businessman
such as a billboard. According to Golter (2007), in the linguistic
landscape, there is also a diversity of languages in the sign, so the
linguistic landscape can also know the identity of the region in which the
linguistic landscape exists. The language in the linguistic landscape can be
a social measure of the region. Signs with language in them are called
linguistic landscapes, even though only one language is in them. Apart
from the various features available in the linguistic landscape besides top-
down and bottom-up and the diversity of languages in the linguistic
landscape, the linguistic landscape also has its respective functions such as
providing information, warnings, promotions, and so forth. Based on
Spolsky's (1991) research found that linguistic landscapes can benefit
readers. The creator of the linguistic landscape must have the intention or
reason to make the linguistic landscape so that the linguistic landscape can
convey the intent of the maker to the reader as an example of a billboard
that deliberately created by the company has the aim to provide
information related to its products to the reader so that the reader can
receive related information the product is from the linguistic landscape.
Another example is the name of the road that the government made to
provide information on the existence of the area to the reader so that the
reader can find out the benefits of the street signboard. Finally, a study
conducted by Dagenais, Moore, Sabatier, Lamarre,& Armand (2008)

found a new idea about linguistic landscapes. First, they assumed that LL

was an "environmental printer," The city or region became an exact text.

Then confirmed by definition "... language in the environment, words, and

images displayed and exposed in public spaces, which is the center of

attention in this rapidly growing area referred to as Linguistic Landscape

(LL) (Shohamy & Gorter, 2006).

2.2 Tourism Places

The term tourism itself emerged in the early 19th century, as evidenced

by the Portuguese writer Herculano (1838), which tells of the benefits that

his country has gained because of many visitors who traveled in his

country. However, according to UNWTO, the definition of tourism is very

many and varied because tourism covers all fields of sociology,

psychology, anthropology, economics, geography, and so on, so that the

definition can vary according to the field. According to Robert McIntosh,

tourism combines government-to-host interaction agreements providing

tourism, business, and tourists. This statement is supported by definition

according to the law. Therefore, tourism is all tourism activities served by

the government, society, or business and the facilities provided at tourism

places.

Meanwhile, according to Richard Sihite, tourism is a travel activity carried

out to earn a living. And then, according to a tourism researcher, it is an

activity that is carried out alone or together to a place to have fun. Tourism

is usually carried out by individuals or groups of people called tourism.

According to Shaw & Williams, 1994, Tourism can also control tourism. Therefore, tourism plays an important role in tourism.

Based on the definition of tourism places is the place that the government has provided for tourists to carry out tourism activities. Tourism places have two types, namely natural and artificial tourism places. Natural tourism places are tourism places created from nature, such as beaches, mountains, seas, peaks, and so on. Meanwhile, artificial tourism places are tourism places that are deliberately made to attract tourists, such as museums, playgrounds, places of worship, etc. The tourism place has many purposes besides the beauty of tourism places such as natural science, religious studies, and history studies. Every tourism place always has its uniqueness and charm in attracting tourists to visit. Every place or every region must have its tourism place like Indonesia, which has natural tourism places that make foreign visitors' vacation to Indonesia in Bali. Tourism places can also be a symbol of an area itself, such as Indonesia, which is famous for its beautiful beaches in Bali, Japan which is famous for its beautiful cherry blossom gardens, Rome which is famous for its piazza tower charm, China which is famous for the splendor of the Great Wall of China, and others, etc. so that the place of tourism is also one of the known areas. Usually, tourists take tours to tourism places during holidays, but not all tourism places are open only during the holidays. Like the hero monument, which opens every day to become a place for learning the history of Surabaya city. Tourism places are one of the places for

visitors who are on vacation. However, the increase in technology for tourism places not only functions for holiday parks but also as a place for education.

2.3 Surabaya city

Surabaya city is the second-largest city with a population density of 2.896.195 people (Surabaya Kota. bps). The origin of the Surabaya city is about the struggle for power between sharks (sura) and crocodiles (boyo) that occur in the silver cape. The two animals were once a very close pair of friends, but the closeness did not happen forever because of the dry season. Long story short, they could not hold back their hunger, so a boundary agreement was made to search for food. In the agreement, the crocodile (boyo) reneged on the agreement. Sharks (sura) cannot stand still seeing crocodiles (boyo) looking for food in their locality. Eventually, there was a great battle between the two so that no one lost and no one won. From the legend that the symbol of Surabaya originated, Surabaya is the capital of East Java with an area of 326.81 km², which is divided into five parts, namely central Surabaya, west Surabaya, east Surabaya, north Surabaya, and south Surabaya. The hero monument is a symbol of the nickname of this city which is called the city of merit. The hero's city was taken when Surabaya had succeeded in driving out the invaders on 10 November. The Surabaya song that is always played in all corners of Surabaya is *"rek ayo rek"* which contains an invitation to visit Surabaya. Not only the hero monument is the target of tourists, but there are much

more such as the Surabaya Zoo, Taman Hiburan Surabaya, ken park,

Kenjeran Beach, Bamboo Forest, Mangrove, Surabaya North Quay,

Heroes Monument, Museum of Host of Sampoerna, Surabaya Museum,

Great Mosque, Sunan Ampel Mosque, Suroboyo Carnival Park,

Submarine Museum, and so on.

2.4 Sunan Ampel mosque

Sunan Ampel mosque was founded around 1421 AD. In 1972, the

Sunan Ampel mosque was established as an icon of religious tourism by

the Surabaya City Government. The great master of Sunan Ampel in

Surabaya, the northern part of the Semampir sub-district, is a significant

destination for religious visitors. In the Sunan Ampel mosque, there is no

entrance fee. Existing facilities on these tourism places are the great Sunan

Ampel mosque, bathrooms, ablution places, canteens, parking lots, and

souvenir markets. The exciting thing about these religious tourism places

is that the oldest WaliSongo tomb plays a significant role in developing

Islam in Java. Other places in the archipelago are Sunan Ampel, the son of

Shaykh Ibrahim as-Samarkand. The building style in the Sunan Ampel

Mosque is very classic and still thick with *kejawin*.

Another unique thing is that in the religious tourism places location

of the Sunan Ampel mosque, the majority of the population are Arabs who

have lived a long time in Surabaya. The area of the great Sunan Ampel

mosque is 11 x 120 meters. The habit carried out by visitors is to drink the

water in the near the tomb beside. The visitor will also make a pilgrimage

to the tomb of *Mbah Bolong*, which has shown the direction of the

Muslims in ancient times.

2.5 Ken park (Kenjeran Park)

Ken Park stands for Kenjeran Park, which is in Surabaya. In addition,

Ken Park is also included in the oldest tourism places in Surabaya, which

is the same age as Indonesian independence. In 1947 ken park was

officially opened by the public (Surabaya roll cakeNew). The beauty of the

kenjeran beach that connects the Madura Strait with Java is very beautiful.

It is located in the North Surabaya area, Sukolilo district. Even though this

tourism place is located on the outskirts, Ken Park has much beauty in it.

Because Kenjeran Beach surrounds this ken park. The entrance ticket to

enter this vehicle is 15,000. This tourism place is always open from

Monday to Sunday. Kenjeran beach's beauty is a tourism place for tourists

and very beautiful gardens, water parks, Atlantis land, pagoda, Sanggar

Agung temple, dining places, and typical Surabaya souvenirs.

A waterpark is a water vehicle suitable for children. Furthermore, no less

exciting with the new Atlantis Land, a modern water vehicle designed by

an Australian architect (triclinic). Furthermore, there is also a Pagoda or a

place of worship for Hindus, but it is also the center of a ken park which is

usually used for taking pictures. Like the pagoda, other religious tourism is

the Sanggar Agung temple which is also the central place of Ken Park.

Many people think that the statue of the goddess Kwan I'm and the statue

of Brahma is located on the beach. Do not miss the typical Surabaya food

is also in this tourism place. While at ken park, we can also enjoy the thrill of riding a horse to get around ken park and take a boat to enjoy the beauty of Kenjeran Beach.

2.6 Surabaya Zoo

Surabaya Zoo (KBS) was established by the Decree of the Governor-General of the Netherlands on 31 August 1916 No. 40, under the name SoerabaiaschePlanten-en Dierentuin (Surabaya Botanical and Animal Gardens). At first, this KBS only became a private collection of journalists Kommer who liked to collect animals. However, as time goes by, KBS has become a means of protection and preservation, education, research, and recreation. The area owned by KBS is 15 hectares. Initially, in 19120, an area of only 30,500 m2 was located in the Darmo area. In 1916 KBS was in Kaliondo, then on 28 September 1917, moved to Greedo Street. The opening of this KBS in April 1918 with no entrance fee is free. However, in 1920, KBS experienced a financial decline, and finally, it was tightened by the Surabaya Parliament to set the price of KBS admission tickets.

At this time, the KBS entrance ticket is 10,000 rupiah/person. KBS had also become the complete zoo in Southeast Asia in 1970. Lots of animals in KBS include mammals, Aves, Reptiles, and Pisces. Inside the Kbs, there are exciting rides, such as the Aquarium rides. In this aquarium, we have to pay an entrance ticket of 3000 / person; inside the aquarium, we can see the aquatic animals directly. Besides, there are also many parks in KBS that can be used for outbound, other facilities such as bathrooms,

canteens, prayer rooms, parking. There are more than 300 species in the Kbs. Inside the KBS, we can also walk around the KBS by riding animals such as elephants, horses, and camels at a rate of 15000 /person.

CHAPTER 3

RESEARCH METHOD

The techniques for researching this study are drawn in this chapter. There are four topics in conducting the research. They are drawing research design, data source and the subject of study, research instrument, and data collection data.

3.1 Research Design

In this research, the researcher used qualitative descriptive and quantitative methods. Also, the researcher conducted field observation and also surveyed. This study uses the qualitative method because the data obtained is to change images and text. In addition, qualitative methods are used to get actual data from surveys and field observations. So that the results of the data are unlimited. The descriptive method is very important for this research to explain and interpret the results of data analysis in text form. Furthermore, quantitative methods are used to calculate the data that have been found to get the result. The quantitative to calculate the amount of data obtained and calculate the percentage of the final results of this study will help answer the problem formulation in this study.

3.2 Data source and subject of the study

In this research, there were two kinds of data. The first is linguistic landscape pictures taken on each linguistic landscape in each tourism place during observation. Linguistic landscape pictures obtained also helped

21

solve the first problem formulation about the LL used by each tourism place. The pictures were divided into two types of categorization of the linguistic landscape. The first categorization is top-down. Top-down was any public signs underneath the government, while bottom-up was a personal sign.

Table 3.1. Categorization of linguistic landscapes

Category	Type of the item
Top-down	• Public road sign: traffic sign • Public announcement • General signs • Street names
Bottom-up	• Private announcement • Advertising • Shop name

Furthermore, the second data is a word, a sentence obtained from the survey results to answer the formulation of the third problem. Researcher survey d tourism places, officials, and visitors. The researcher survey tourism places officials as Spolsky (1991) said that the linguistic landscape has a function. This is also because the tour officer is a landscape maker. The criteria for survey by the researcher is only the age limit of 15-60 years. This is done so that the data obtained by researcher more, but researcher provide limits for people for a survey, namely ten visitors in each tourism places. According to the researcher, ten visitors were able to represent other tourism places.

Furthermore, the researcher surveys visitors randomly. The reason the researcher chose ten visitors to avoid a large amount of data to be obtained. Because it made it difficult for the researcher to continue the

research, so the total number of visitors survey by the researcher from the three tourism places was 30 visitors. Visitors who have been asked for a survey become the subject of the study.

The source data of this research from Sunan Ampel mosque, Ken park, and Surabaya Zoo at Surabaya city. The researcher chose the Sunan Ampel mosque, Ken park, and Surabaya Zoo as data sources. The three tourism places are the very famous oldest tourism places in Surabaya and have even become a symbol of tourism places in Surabaya. Of the three tourism places that do not have similarities in their fields, such as Sunan, Ampel mosque is a religious tourism place that has a grand mosque and tomb, Ken Park is a natural tourism place in Surabaya, and the last Surabaya Zoo is an educational tourism place that preserves animals. However, researchers see from the tourism places that it is very crowded with visitors.

3.3 Research Instrument

The instrument used in this research is observation and survey. Before conducting the survey, the researcher made survey guidelines (appendix:4). The first researcher made observations using a mobile phone as a tool to obtain data as said by (Golter, 2006) that technological sophistication is very helpful for research on LL. First, the researcher conducted field observations on each tourism place at different times. For example, observation researchers have scheduled to survey the Sunan Ampel mosque Ken park and Surabaya Zoo. The researcher visited Ken

park the first week because this tourism place is in the northernmost region

compared to other tourism places. In the second week, the researcher

visited the Sunan Ampel mosque because of the location of the Sunan

Ampel mosque in the north of Surabaya after ken park. In the third week,

the researcher visited the Surabaya Zoo because it is located in the city

center. During the observation, the researcher pushed a mobile phone to

capture the LL.

After further observations, the researcher a survey 10 15–60-year-old

tourist visitors in each tourism place and survey one tourist officer in

charge of the tourism places to answered the third problem formulation of

the linguistic landscape function by following the survey guidelines and

asked questions that have been prepared previously and record the answers

obtained using stationery. Before conducting the survey, the researcher

first applied ethics during the survey by saying greetings, introducing

herself, and conveying the purpose of the survey conducted, then thanking

the survey for being willing to be surveyed. The researcher will keep the

identity of the informant's secret. When conducting a survey, the

researcher also used a mobile phone to recorded conversations during the

survey. Then the researcher matched the recording with the results

obtained by recording the survey results to get the correct information.

However, the researcher asked permission to record the survey. If the

resource person does not allow it, the researcher does not force it because

this survey was conducted without coercion. After that, the researcher read

the questions with the survey guidelines (Appendix: 4).

3.4   Data collection

In collecting data in this study, the researcher used two different processes because the researcher used two instruments, namely observation and survey, each of which obtained different data from the researcher's observations to obtain linguistic landscape photos. In contrast, the results obtained from surveys s in the form of words, sentences. This is because there are so many stages of the researcher to collect data for that researcher explained the stages as follows:

A.   Observation

1. Initially, the researcher has prepared the mobile phone to get the pictures.

2. The researcher visited the tourism places that have been selected to be studied following the schedule that the researcher had made

3. The researcher observed the tourism places in Surabaya while snapping the photographs.

4. The researcher gathered the data in one folder for each tourism place.

B. Survey

1. Initially, the researcher has prepared survey guidelines to conduct the survey, mobile phones to record, and tools for writing the survey to record answers from informants.

2. The researcher came to the tourist staff room who created the linguistic landscape to ask permission to survey helping this research.

3. After surveying with officers, the researcher surveyed visitors aged 15-60 years. Besides that, there are no other criteria besides the age limit.

4. The researcher transcribed the conversation of the survey recording.

1.5 Data analysis

The next step was analyzing the data. Data analysis for this research was done in several steps there are:

- Identifying

From the observations, the researcher group pictures according to each tourism place. First, the researcher identified the pictures and transcriptions survey. Then, the researcher identified the pictures by renaming them based on LL and the languages. In renaming the pictures, the researcher initially used types of LL and the languages and used the number of languages. The initial forms of types of LL were Top-down (TD) and Bottom-up (BU). While the initial form of the languages was Indonesian (in), English (en), Arabic (ar), Javanese (ja), and Chines (ch). At the same time, the number of types of languages was Monolingual (1), Bilingual (2), Trilingual (3), and Multilingual (0). Thus, the format of renaming the data was the number of data + initial types of LL + the number of types of languages + the initial languages (1 TD 1 in).

After renaming the pictures, the researcher displaced the pictures in a folder based on each tourism place. Finally, the researcher classified the pictures according to each tourism place.

While the researcher was identifying the transcription, the researcher coded

the survey's answers into the reason for setting the linguistic landscape and the function of the linguistic landscape. The researcher code the utterances using color:

Yellow: The reason for setting the linguistic landscape

Pink: The function of the linguistic landscape

The researcher also provided the initial for the survey's answer, which was to provide information (pi), and as the characteristic of the tourism places (ch).

- Classifying

The first classifying the data, the researcher classified the linguistic landscape based on top-down and bottom-up in each tourism place and make a table. After all, the tourism places have been classified based on top-down and bottom-up. The researcher calculated the total top-down and bottom-up at the four tourism places and made a table.

Table 3.2. Top-down and Bottom-up Grouping in Ken park

Tourism places	Total	
	Top-down	Bottom-up
Ken park	97	23

Figure 3.1. Total Top-down and Bottom-up Grouping

After answering the first problem formulation, the researcher classified the types of language and the languages used in LL grouped according to their respective tourism places. After that, the researcher but calculate based on the type of languages and the languages that have been used on the LL as a whole, as below:

Table 3.3. Grouping the Use of the Types of Languages in Linguistic landscapes Ken park

Ken park			
No	The types of languages	Total	%
1	Monolingual		
2	Bilingual		
3	Trilingual		
4	Multilingual		

Table 3.4. Languages Used in Ken park

The languages of Ken park		
No	The languages	Total
1	Indonesian	
2	English	
3	Javanese	

Figure 3.2. Total kinds of languages used in linguistic landscape

Figure 3.3. Total Use Languages in Linguistic Landscape

And the researcher also classified the answer to survey sheets according to their respective tourism places were to provide information, to symbolize

something, and to explore the tourism places.

Table 3.5. Classifying the Answer of survey Transcription

No	The tourism places	The answer of survey	The survey	Number of transcriptions	line
1	Ken park	- to provide information	- Staff	1 5 9	1-2 8-12 19-25
2	Sunan ampel mosque				
3	Surabaya Zoo				

- Analyzing

The next step is analyzing the data. The researcher calculates all the

classifying into percentages in the chart. The formula to count the rank of

types of LL and the languages like this:

$$P = \frac{n}{N} x\ 100\%$$

P : Percentage

n : Total of number each group

N : Total number of all the group

- Drawing the conclusion

And last, the researcher concludes this analysis by interpreting the data to

answer the research.

CHAPTER 4

FINDING AND DISCUSSION

The chapter presents the results of this present study concerning the linguistic landscape applied in tourism places of Surabaya. Moreover, concerning the kinds of language applied in tourism places of Surabaya. Moreover, the last to answer the third question about the function of linguistic landscape in tourism places of Surabaya. The results have been arranged to answer the research problems were the first focus on the types of signage. The second is the languages in the chart and describes later. Moreover, the last is the function of linguistic landscape in tourism places of Surabaya city.

1.1 Findings

This part consists of three highlights topic discussion. The first topic describes the kinds of linguistic landscape used in tourism places of Surabaya. Two subtopics explain the kinds of linguistic landscape: Top-down such as Public road sign traffic sign, public announcement, general signs, street names, and Bottom-up such as private announcement, advertising, and shop name). On the other hand, the second topic is about the language used in the linguistic landscape. Four sub-topics are explaining the kinds of languages there are monolingual, bilingual, trilingual, and multilingual. Moreover, the last topic is about the function of the linguistic landscape. It explains the function of the linguistic landscape. Which ere to Information (pi), and as the characteristic of the

31

tourism places (ch).

1.1.1 Kinds of Linguistic Landscape Used in Tourism Places

From the three tourism places observed, the kinds of ware found applied in tourism places of Surabaya. Three tourism places were chosen as the data source for taking pictures, They are Ken park, Sunan Ampel mosque, and Surabaya Zoo. Was discovered that there are about 547 kinds of pictures existed. Type of top-down and bottom-up used in three tourism places illustrated in the following chart.

Figure 4.1. Kinds of Linguistic Landscape Used in Tourism Places

Of the 547 data obtained by Top-down, 372 presented to be 68%, while 175 Bottom-up presented to 32%. From the top-down linguistic landscape data in each tourism place, 97 data were found at Ken Park, 59 data found at the Sunan Ampel mosque, and 216 data found at the Surabaya Zoo. The data included in the bottom-up for each tourism place were 23 data found at Ken Park, 125 data found at the Sunan Ampel mosque, and 27 data

found at the Surabaya Zoo. Researcher have categorized the data

according to its kinds. For top-down data, namely the Public road sign

traffic sign, public announcements, general signs, street names, and

Bottom-up, namely private announcements, advertising, and shop name.

The researcher found all categories include top-down categories such as

Public road signs with 84 data, 62 data on the public announcement, 220

general signs data, and 6 street names. Meanwhile, categories including

bottom-up such as private announcement had 4 data, advertising 44 data,

and shop name had 127 data.

1.1.1.1 Top-down

In this research top-down divided into four , namely public road signs,

public announcements, general signs, and street names. Each type of top-

down was found by the researcher and described as follows.

1.1.1.1.1   Public Road Signs

At tourism places, there are also public traffic roads to manage tourists.

Public traffic roads often used by Surabaya Zoo are from the 547 data and

used in the Surabaya Zoo is 39 data. The first data is on Ken park. Found

at motel side location. Traffic road is useful for tourists to make it easier to

get around tourism places as this data shows there is the word

*"keluar"*with a blue arrow pointing north, which means that the exit is in

the north. This data is included in LL because there is a language, namely

Indonesian.

**Figure 4.2. Public Road Sign in Ken park Figure 4.3. Public Road
Sign in Sunan Ampel mosque**

The second sign found at the Sunan Ampel Mosque. The location is at the

entrance to the Sunan Ampel Mosque. There is a crossed P sign indicating

that *"dilarang parkir",*but under the no parking sign, there is an

Indonesian word *"khusus becak",* which means this place used to park

pedicabs. Apart from pedicabs, you are not allowed to park in that place.

Indonesian is often used in public traffic signs because Indonesian is the

national language (Fakhiroh, 2019).

1.1.1.1.2   Public Announcement

Public announcements are commonly used by the government to appeal to

the public. for example, the data found at the Sunan Ampel mosque and

Surabaya Zoo. The first data in figure 4.4 shows the Surabaya icon, which

means it was made by the government, there are police and police symbol

shows that this linguistic landscape is included in the Top-down according

to what Landry and Brourhis (1997) finding. In this data, the government

announces to comply with the Health protocol by using two languages,

namely Indonesian and Javanese language . The topmost writing is *"Ayo*

*rek",*Javanese which means an invitation sentence like come on, guys. The
word *"rek",* is a term for children in the Javanese language. Furthermore,
writing in the Indonesian language *"patuhi protokol kesehatan",* means
obeying the health protocol, using the 5M method. The 5M is mentioned
under the words *"patuhi protocol Kesehatan"*, the first is *"memakai
masker",* which means wearing a mask, *"mencuci tangan pakai sabun dan
air mengalir",* which means washing hands using soap and running
water*"menjaga jarak",* which means applying social distancing, *"menjauhi
kerumunan",* which means namely away from the crowd, *"membatasi
mobilitas dan interaksi",* which means reducing direct interaction with
other people. And the last one is the writing on the side in yellow as a
slogan which reads *"disiplin adalah vaksin korona",* which means that the
discipline to comply with the 5M is as a corona vaccine.

Figure 4.4. Public Annoucement in Sunan Ampel mosque

Furthermore, at the Surabaya Zoo, the researcher found a public
announcement similar to the one in Sunan Ampel, namely the
announcement to comply with the Health protocol. From this data, there
was also a symbol of the police, and Surabaya city showed that this LL

was made by the government. In the contents of this data, the government

urges to maintain a distance of *"jaga jarak minimal 1 meter"*, which means

keeping a minimum distance from other people of 1 meter.

Figure 4.5 Public Annoucement in Surabaya Zoo

1.1.1.1.3   General Signs

Furthermore, the general sign found at Sunan Ampel and Surabaya Zoo.

The first sampled. The location found at the entrance to the Sunan Ampel

Mosque. The sign that reads *"Masjid Agung & makam Raden Rahmat*

Sunan ampel",which means the Great Mosque of Sunan and the Tomb of

Raden Rahmat Sunan Ampel, from this data we can know that this tourism

place is the Sunan Ampel mosque.

Figure 4.6. General Signs in SunanAmpel mosque

Figure 4.7 General Signs in Surabaya Zoo

The second data is *"feeding time primate"*, this mark was found in the Surabaya Zoo in the primate region means that the area is a primate animal. The word "feeding time", means the time to feed primate animals. This sign is used as an invitation for visitors to participate in feeding primate animals.

1.1.1.1.4   Street Names

Street names are important to help us while on the road. like the trails found at Surabaya Zoo and Sunan Ampel. In the Surabaya Zoo, there were street names *"Jl.setail",* which indicate the location of the Surabaya Zoo on the setail road, the word *"Jl.",* an abbreviation of the Indonesian word for the road. Furthermore, the street name *"Ampel Masjid",* also indicates that the location of Sunan Ampel mosque is on Jalan Ampel Masjid.

Figure 4.8. Street Names in Surabaya Zoo
Figure 4.9. Street names in Sunan Ampel mosque

1.1.1.2 Buttom-up

Of the three tourism places that use the bottom up is the Sunan Ampel
Mosque, because these tourism places mixed with the market. Of the three
types of bottom-up that had selected by the researcher, namely private
announcement, advertising, shop name.

1.1.1.2.1   Private Announcement

Private announcements include those made by each tourism places, such as
the rules that must be obey when traveling there. The most frequently
occurring private announcements used at the Surabaya Zoo. However, the
researcher will also provide examples of the Private announcements found
in Sunan Ampel. The first data that was found was determining the
announcement not to use mats while at the Surabaya Zoo, *"mohon maaf
untuk sementara tidak diizinkan menggelar tikar",*.From this data, it shows
that this sign made by Surabaya Zoo because write the email of Surabaya
Zoo *"www.surabayazoo.co.id".* Furthermore, the announcement that is in
the sample arrangement shows to urge tourists to comply with the rules
that are on the sign, from that the sign is specifically for male tourists

"khusus Laki-Laki",. As for the inscription in the sign, namely *"Wanita*

Harap memakai kerudung", which means that women must wear a

headscarf, *"dilarang menggunakan pengeras Suara / megaphone",* which

means not using loudspeakers/megaphones, *"dilarang mengambil*

gambar,memotret di area makam", which means taking pictures in the

grave area is prohibited, *"handphone Harap dimatikan/selent/getar'',*

Which means that your cellphone should be turned off / silent / vibrate,

"dilarang sholat di area makam", praying in the grave area is prohibited,

its means praying in the grave area is prohibited.

Figure 4.10. Private Announcement in Surabaya Zoo

Figure 4.11. Private announcement in Sunan Ampel mosque

1.1.1.2.2   Advertising

Tourism places also provide a place for the tourists to rest. The researcher

find advertising that is in tourism places. The most minor advertising is in

ken park. However, the researcher will give examples of advertising signs

in Ken Park and Sunan Ampel mosque. From the data in Kenpark, there is

"Mony cincau", and it says *"Hanya mony cincau yang punya banyak*

rasa", meaning that mony grass jelly provides information that mony grass

jelly has many flavors. In addition, Mony grass jelly also uses the

persuasive sentence *"panas diluar dan didalam minumnya"*,. Its means

hot weather outside and still drinking "*mony grass jelly",* inside.

Figure 4.12. Advertising in Ken park   Figure 4.13. Advertising in
 SunanAmpel mosque

Further data, namely Sophie I am Paris fashion, in the data shows that

Sophie is giving advertisements with buy one free one *"buy1free1"*, but

must comply with the rules such as small yellow writing under *"lihat 004-*

005", which means see pages 004-005. and also sale of goods with which

means cheap redeem with a note *"lihat page 002-003",* see pages 002-003.

The big text below is the persuasive sentence used by *Sophie*, namely in

"banjir hadiah", which means a flood of gifts.

1.1.1.2.3 Shop name

Other kinds of bottom-up are the shop name. Shop name found in Sunan

Ampel, such as the figure 4.14 character of the which indicates that the

shop's name is Hamzah "*toko Hmazah",.* Below the shop name, there is

the shop's address *"Ampel Masjid 4 Surabaya",* and finally, there is a

contact or telephone for the Hamzah store. Further data was found at the

Surabaya Surabaya Zoo. Located near the camel cage, many people are

selling as in figure 4.15 *"Umi Jaya",* indicates that the shop is called Umi

Jaya, there is the word *"jual mainan anak anak",* selling children's toys so

that visitors can find out what items are being sold at the shop.

**Figure 4.14. Shop name in Sunan Ampel mosqueFigure 4.15. Shop
name in Surabaya Zoo**

1.1.2 Kinds of Languages Used in Tourism Places Linguistic

Landscape

In addition to various kinds of top-down, bottom-up, the researcher also

analyzed the language in LL. From the three tourism places, the researcher

found various languages used in the linguistic landscape. The languages found by the researcher are Indonesian, English, Arabic, Javanese, Chinese, Dutch, German, French, Japanese, and Madura. The language used in the linguistic landscape is one language or monolingual, but some use bilingual, trilingual, multilingual. The kinds of languages used in three tourism places are illustrated in the following chart.

THE KINDS OF LANGUAGES

■ Monolingual ■ Bilingual ■ Trilingual ■ Multilingual

7% 1%

43%

49%

Figure 4.16. Kinds of Languages Used in Tourism Places Linguistic Landscape

From the chart 238 monolinguals used with a percentage of 43%, bilingual used as much as 266 with a percentage of 49%, Trilingual used as much as 37 with a percentage of 7%, and Multilingual used as much as 6 with a percentage of 1%. Languages that exist in the linguistic landscape include Indonesian, English, Indonesian-English, Indonesian-Arabic, Indonesian-Javanese, English-Javanese, Indonesian-English-Arabic, Indonesian-English-Javanese, Indonesian-Arabic-Javanese, Indonesian-

Arabic-Javanese-Madura, Indonesian-English-Japanese-French-Dutch-

Germany-Chinese. The kinds of languages used in three tourism places

illustrat in the following table.

Table 4.1. Kinds of Languages Used in Tourism Places Linguistic Landscape

NO	Kinds of Languages	Signs
1	Indonesian	225
2	English	13
3	Indonesian-English	203
4	Indonesian-Arabic	41
5	Indonesian-Javanese	21
6	English-Javanese	1
7	Indonesian-English-Arabic	10
8	Indonesian-English-Javanese	18
9	Indonesian-Arabic-Javanese	9
10	Multilingual	6

From the table 225 used in Indonesian presentation, 41%, English used as

much as 13 presented by 2%, Indonesian-English used as much as 203

presented as 37%, Indonesian-Arabic used as much as 41 presentation 7%,

Indonesian-Javanese used as much as 21 presented 4% , 1% English-

Javanese presented 1%, 10 Indonesian-English-Arabic used 2% , 18

Indonesian-English-Javanese used 3% presentation, 9 Indonesian-Arabic-

Javanese used 2%, multilingual used as much 6 presented at 1%. The

language often used in LL is Indonesian, while the language that least

spoken is Indonesian-Javanese.

4.1.2.1 Monolingual

From the data obtained by researcher, Indonesian is the most dominant

language used in LL. However, Indonesian is not the only language that

used in one language. English is also the monolingual used in LL. The

tourism place that most often uses monolinguals is Kenpark.

1.1.2.1.1 Indonesian

Indonesian language often used in the linguistic landscape in three tourism

places. Apart from the fact that Indonesian is the national language

because Indonesian is a unitary language. All visitors understand

Indonesian. the first data using Indonesian, namely Ken Park.The

inscription *"bukan tempat parkir umum"*, which means that the place may

not be used for parking. This data found in front of the waterpark. visitors

can understand the contents of the LL if not allowed to park in front of the

waterpark. Indonesian monolinguals found at Surabaya Zoo.

Furthermore, data found at the Surabaya Zoo, a board made of acrylic

affixed to a gate with the words *"dilarang masuk selain petugas",* meaning

that visitors prohibited from entering the place. Because that place is

specifically for Zoo officers.

**Figure 4.17. BukanTempatParkirUmumFigure 4.18.
DilarangMasukSelainPetugas**

1.1.2.1.2   English

If Indonesian is the national language, English is an international language that known by all people in the world. In Indonesia, there are still many people who use English as the language of communication orally or in writing, such as the data that Kenpark and Zoo the researcher have found. However, the dominant one uses monolingual English at Kenpark. As shown in Figure 4.19, this data is collected, not in front of an office. This LL written in English has the words *"public relations",* which indicates that the canon is a public relations office. Furthermore, the data found in Ken Park is in figure 4.20 *"Multifunction hall kep"*,multifunction hall kep shows that on the left is a multipurpose hall. Under the text, there is an acronym for *"kep"*,which means *"kenjeran edutainment park"*,.

Figure 4.1. Public Relation

Figure 4.20. Mltifunction Hall KEP

1.1.2.2 Bilingual

Some kinds of languages applied in bilingual signs in tourism places of Surabaya. In the bilingual some variation of four languages; Indonesian,

English, Arabic, and Javanese. The bilingual variations found are four

kinds, which are Indonesian-English, Indonesian-Arabic, Indonesian-

Javanese, and English-Javanese. The total number of bilingual signs in

three tourism places of Surabaya is 266 signs from 547 signs. Indonesian-

English holds the first position in the utmost applied in signs. The total

number of Indonesian-English is 203 signs.

1.1.2.2.1   Indonesian-English

In figure 4.21 found at the Surabaya Zoo at location of the animal

enclosure by giving a sign in the form of an image and writing in

Indonesian *"dilarang memberi Makan satwa"*, and under the text there is

an English writing which means the same as the one above, namely *"do*

not feed animals", its means the same is not may provide food to the

animals there.

Figure 4.21. DilarangMemberikanMakanHewan Figure 4.22. Ken park office

Furthermore, the sign was found at Ken Park in front of Ken Park's office.

Using two languages, the writing at the top has the words *"Kantor*

kenjeran park dan Atlantis land", the office of Kenjeran Park and Atlantis

Land, that writing, there is an address from the Ken Park office *"Jl.*

Sukolilo 100 Surabaya", which is on Sukolilo street number 100 in the

city of Surabaya. There are logos of Kenpark and Atlantis Land. The

Indonesian language used in this data found in the uppermost writing

"Kantor, itsmeans an office, and the English that recorded is the mention

of Kenjeran Park with Kenjeran Park and also Atlantic land with Atlantic

land.

1.1.2.2.2   Indonesian-Arabic

Arabic is often found in the Sunan Ampel Mosque, as shown in Figure

4.23 found in the Sunan Ampel market. From this data found that the

Arabic language is *"Munirah",* which means to illuminate. This data

shows that this place is in front of the Munirah shop. The shop's writing

is written in Indonesian *"Toko" ,* besides that there are also Indonesian

words such as *"Pusat grosir sarung & busana Muslim terlengkap"*, This

shop is the complete wholesale center for sarongs and Muslim clothing,

the located at *"Jl, ampel masjid no 42*

Surabaya", on Jalan Ampel Masjid No. 42 Surabaya, *"telp"*in Indonesian

abbreviation of the word telephone.

The second data is still the same, obtained from the Sunan Ampel

Mosque, namely at the Ikhtiar shop, the Arabic language in this data is

"Ikthiar", which means trying. The Indonesian language contained in this data is the word *"Toko",* shop and the address *"Jl. Ampel suci 22 surabaya"*, Ampelsuci street no 22.

Figure 4.23. Munirah Store   **Figure 4.24. Ikhtiar Store**

1.1.2.2.3   Indonesian-Javanese

Javanese is the local language in Surabaya, so many people understand Javanese. Bilingual Indonesian and Javanese found in the tourism places of the Sunan Ampel mosque. However, the researcher found two variations in using the Javanese language. The first variation is to use the writing of the alphabet and the second is to use Javanese script writing. The first data is the first variation using the letters of the alphabet. Figure 4.25 that shows *"toko Ali 22"*,is the name of the shop which uses the name of the person and the number of the shop. Under the name of the shop, there is an inscription in Indonesian and Javanese *"Jual: Kerudung Paris"*, selling headscarves with the paris type. The word *"jual",* is Indonesian, while the word *"kerudung"*, is Javanese which means veil.

Furthermore, under the inscription, there is an inscription *"kain kiloan &*

meter", selling cloth per kilo per meters. The word *"kiloan & meter"*, is

Javanese which denotes calculation in kilograms and meters. *"Partai &*

eceran", serving sales lots and units. The word *"eceran"*, is the Javanese

language that serves unit sales. And the bottom writing is the shop

address of this shop, namely Ampel Suci-031 3551009.

Figure 4.25. Ali store   **Figure 4.26. Candrawati store**

The next data is an example of the second variation of writing Javanese

with Javanese script. As in figure 4.26, a board used by a seller on

tourism places of the SunanAmpel Mosque.*"Toko Candrawati"*, which

means shop Candrawati. Meanwhile, *Candrawati* is Javanese which

means a bright mind. Above the Candarawati writing is the Javanese

script *"Candrawati"*, so the word *"candarawati",* is written in two

variations of Javanese writing. Furthermore, namely *"Oleh-Oleh Khas*

Ampel" typical souvenirs of Ampel. And at the end of the data, there is

the shop address *"Jl.Ampel masjid no, 53"* on Masjid Ampel street No.

53.

1.1.2.2.4   English-Javanese

The fourth bilingual is English and Javanese. This data only found in the Sunan Ampel Mosque. This data found at the Sunan Ampel Mosque market. The English used in the writing on the side above is *"free wifi",*which is free to use Wifi. Next to it is the words *"giras",* in Javanese, which means a place to eat/drink. A significant red inscription of *"wayahe",* in Javanese which means it's time, Besides that, it is also the name of the place to eat/drink. A yellow inscription *"cak Sali",* in the Javanese language *"cak",*is the nickname of a Javanese brother while Sali is someone's name. The end of the sign, there is the word *"10 metes",* which means the distance is 10 meters again.

Figure 4.27. Giras Wayahe

1.1.2.3 Trilingual

Three languages happened in one sign appear in tourism places of Surabaya. In the trilingual some variation of four languages; Indonesian, English, Arabic, and Javanese. The trilingual variations found are three kinds, which are Indonesian-English-Arabic, Indonesian-English-Javanese, and Indonesian-Arabic-Javanese. The total number of trilingual signs in

three tourism places of Surabaya is 37 signs from 547 signs.

1.1.2.3.1 Indonesian-English-Arabic

Figure 4.28 is an example of a sign using Indonesian, English, and Arabic. This sign found in the tourism places of the SunanAmpel Mosque. In the use of Arabic there are three variations of writing, namely writing in the alphabet and also writing in *hijaiyah* or Arabic letters. The third variation is Indonesian language written in Arabic Inscriptions. Just like Farikhoh (2019) who found is Indonesian written in Arabic Inscriptions while researching Arab villages in Bangil. The rightmost inscription above it in the form of the inscription *"Abdullah Hamid zaqin"*,which is the same as the one underneath it. The second variation is using *hijaiyah* letters which means *"(031) 3524904"*,.Below the telephone number is the shop address *"Jl. Ampel Kesumba 26 Surabaya",* the word *"Jl"*, is included in English which means street. Besides it, there is lettering in *hijaiyah* or Arabic letters which means *"extraordinary muid trader",*. Under the large text, there is an inscription in English *"gahru supplier asarwood",*. Subsequent data were also found in SunanAmpel mosque, namely the *Latanza shop*. In this sign, use Arabic with alphabet writing. *"La tanza"*,which in Arabic means bloodless. Beneath the shop's name is a sign with the English word *"fashion",* which indicates that the shop *"la tanza"*,sells items in the fashion sector. There is an Indonesian written *"sedia"*, to provide *"rupa-rupa busana wanita"*, women's clothing, *"pria & anak-anak"*, men & children, *"perlengkapan haji, seragam sekolah"*,

Hajj equipment, school uniforms, "*tas, assesories, dll"*, bags, accessories, etc. In writing *"asessories",* using English but using writing according to the spelling. And below itself there is the address and telephone number of the shop *"jl. Ampel suci no 15"*, street Ampelsuci no 15 and *"jl. Ampel suci no25",* street ampel suci no 25.

Figure 4.28. Abdul store

Figure 4.29. La tanza store

1.1.2.3.2   Indonesian-English-Javanese

This data found at the SunanAmpel mosque. Figure 4.30 includes the use of trilinguals, namely Indonesian, English, and Javanese. In Indonesian usage, it is in the word *"kedai",* which means a place to eat. The English used in this data is on its own with a yellow button *"we are open!"*,we open it to provide information that their place to eat is already open. The Javanese language used as the name of this place to eat, namely *"awenak*

18", which means delicious. And the last one is the address of the shop on

Ampel Masjid street no 18 Sby.

Furthermore, in figure 4.31 found in the Surabaya Zoo. The Indonesian

language in the data is the word *"makanan",* food, *"minuman"* drink*", nasi*

kuning", yellow rice with spices added, *"nasi bungkus"*, rice packs, *"nasi*

campur", rice with vegetables and fish mixed together. portions, *"tahu*

isi", tofu with contents*, "lumpiah"*, wet cake with vegetables and fish,

"tahu petis", tofu that is eaten using a paste, *"es the,* ice tea, *"kopi",*

coffee. Meanwhile, the English used is in the word *"pop ice"*, ice pop,

"mie instant, instant noodle ". And the last one is the Javanese language

that is used in the word *"ote-ote"*, which is the Javanese language to

describe *bakwan* snacks, in addition to the Javanese word *"pentol"*, which

mentions meatballs.

Figure 4.30. Kedai Awenak 18

Figure 4.3. Stand Pentol

1.1.2.3.3 Indonesian-Arabic-Javanese

In this data, the use of trilinguals from the Indonesian language. Arabic
and Javanese only found in the tourism places of the Sunan Ampel
Mosque in a shop in a shopping center. The first data is in figure 4:32 in
Indonesian which used in the word *"toko",* shop, *"jual"*, sell, *"sarung"*,
sarong, *"bajutaqwa"*, taqwa clothes, *"songkok"*, songkok, *"busana
muslim",* Muslim clothing, *"sajadah",* and the last. is the address of this
shop written in Indonesian language *"jl ampel suci no35, Surabaya"*,
Ampel suci street number 35, Surabaya. Furthermore, the Arabic
language used as the name of the shop is *"dar bin Jamil"*, its means
jamil's father. Meanwhile, the Javanese language used in the word
"rukuh", Muslim clothes.

The next data in figure 4.33, in this data the Indonesian language is in the
word *"Toko"*, store, *"pusat grosir sarung"*, a sarong wholesale center,
"busana Muslim terlengkap", the complete Muslim clothing, *"baju"*,
clothes, and finally at the shop address *"Jl Ampel Suci no37*, Surabaya.",
Ampelsuci street No. 37 of Surabaya. Meanwhile, the Arabic language
used in the word *"Al-aydrus",* the name of the original Arab descendant.

Furthermore, the word *"Koko"* is the Javanese language which is means

taqwa clothes.

Figure 4.32. Dar bin Jamil Store   Figure 4.33. Azizah Umar Store

1.1.2.4 Multilingual

The last type of language is Multilingual. Multilingual is four or more than

four languages that happened in one sign. In the multilingual some

variation of four languages; Indonesian, English, Arabic, Javanese,

Madurese, Germany, French, Dutch, Chinese, and Japanese. The

multilingual variations found are three kinds, which are Indonesian-

English-Arabic-Javanese, Indonesian-English-German-French-Dutch-

Chinese-Japanese, and Indonesian-Arabic-Madura-Javanese. Multilingual

sign only found at the Sunan Ampel Mosque.

The first variations are Indonesian-English-Arabic-Javanese, The data in

figure 4.34 found in Sunan Ampel. The Indonesian language used is for

wholesale *"menerima pesanan"* receiving orders, *"perlengkapan haji dan*

umroh komplit" complete Hajj & Umrah equipment, *"oleh-oleh haji &*

Umrah" souvenirs of Hajj and Umrah, *"busana muslim wanita ,pria*

&anak-anak" Muslim clothing for women, men, and children, *"mukena,*

sarung, sajadah, hambal, batik, dll." mukenah, sarong, sajadah, hambal,

batik, and others, *"gamis"* robe. Furthermore, English is in the word

"fashion", fashion. Furthermore the Arabic language with the words *"la*

tanza", which in Arabic means bloodless, the same as in figure 4.29,

besides that in the word *"al-haramain"*, the gamis brand is Arabic which

means seizure, *"sadaf",* the gamis brand is in Arabic which is the meaning

is a coincidence, *"ikaf",* the gamis brand is in Arabic which means

suspension, *"al-noor"*, the robe brand is in Arabic which means light, the

last one is *"buchori"*, a brand which uses an Arabic name. The last

language is Javanese which is in the word *"kerudung"*, veil. And below

itself, there is the address and telephone number of the shop *"Jl. Ampel*

sucino15" , Ampel suci street no 15.

Figure 4.34. Latanza store

The seconds' variations are Indonesian-English-german-French-Dutch-

Chinese-Japanese. Just like the previous data, the data in Figure 4.34

found in the Sunan Ampel Mosque. In this data using seven languages in

number 1 is Indonesian the source language, the language at number in

English, then at number 3 is German, at number 4 is French, the language

in number 5 is Dutch, the language at number 6 is Chinese, and the last is

Japanese. Although in seven different languages, in one sentence, namely

"pengunjung dikawasan ini dimohon Untuk berpakaian Secara Islami",

visitors to this area are requested to dress in an Islamic manner. In

addition, Indonesian has also used at the top of the word *"perhatian"*,

attention and the bottom of the word *"Terima Kasih"*, thank you. Apart

from Indonesian, English is also in the top word *"attention",* and the last

word is *"thank you"*, thank you.

Figure 4.35. Attention in SunanAmpel Mosque

The last variation is Indonesian-Arabic- Madura-Javanese. Same as

thedata figure 4.36 uses several languages with the same sentence.

"hormati adat istiadat di Kawasan ampel'', Respect the traditions in the

Ampel Region. At the top of the sentence is Indonesian, then there is

Arabic using Arabic letters, in the center Arabic script there is Madura, the

second-lowest writing is Javanese, while the latter is Javanese Surabaya.

But in figure 4.36 only uses one sentence.

Figure 4.36. Attention in SunanAmpel mosque

1.1.3 The function of Linguistic Landscape in Tourism Places

Besides doing the observation, the researcher also has done arranged an

survey on the function of linguistic landscape in tourism places to answer

the last question. From the survey section, the researcher gets the function

of the linguistic landscape. As Already stated by Spolsky (1991). The

researcher have done divide into two functions, the first for Information

and the second as a characteristic of tourism. The result of doing the

survey will be explained in the following part.

From the results of the researcher survey with 30 people consisting of one

tourist officer and nine visitors in each tourism place, the researcher found

that the dominant visitors who came to Surabaya tourism were visitors from outside the city such as Madura, Malang, Tuban, and so on. Of the 27 visitors who came to the tourism places, 16 people came from outside the city, while 11 people came from residents or residents of Surabaya. So that if it presented, the visitors outside the city of Surabaya are 59% and local visitors are 41%. The tourism places mostly visited by out-of-town visitors are the Kenpark and Sunan Ampel, each of which has six visitors who come from outside the city. Due to the large number of visitors from outside the city, the researcher also confirms whether they know the function of the Linguistic landscape on the tourism places. The researcher provides two options to answer visitors about the function of LL in that tourism places. Namely as Information or as a characteristic of the tourism places. The function of LL will be described in the following table.

Table 4.2. The function of Linguistic Landscape in Tourism Places

No	Tourism Places	To provide information	To characteristic of tourism places
1	Ken Park	9	1
2	Sunan Ampel Mosque	9	1
3	Surabaya Zoo	10	-

The table above shows that the LL in Ken Park tourism functions as Information to visitors because of the ten people surveyed, only one person answered that the LL in Ken Park tourism functions more as a characteristic of Ken Park tourism because the existing LL in Ken Park, most of the top-downs are made by the government so that in the tourism places there are very few icons or characteristics of Ken Park tourism.

Likewise with tourism places at the Sunan Ampel Mosque were 9 people answered that LL in the Sunan Ampel mosque functions as Information because SunanAmpel is religious tourism which is at the same time historic so many LL functions as information, and the last one is answering from visitors and staff who at Zoo all of them answered that the LL function in Surabaya Zoo was for information. Because Surabaya Zoo is an educational tour that provides information for visitors related to animals.

4.2 Discussion

In this section, the researcher will explain the result that has already for the observations and survey. Of the many previous studies, the study about LL is not the first time using the city as a data source, especially the Surabaya city. However, there has been no research that has analyzed three tourism places in Surabaya city. Therefore, the results of this study are different from those of previous studies. As did Putra (2019), who examined the road signs on the main roads of the Surabaya city, so that at least the data had been obtained while in this study found 547 data from three tourism places. Same with Rafsanjani (2019), which only focuses on using advertisements as data to obtain only a small amount of data. Furthermore, Wafa and Wijayanti (2019) research only found three languages in places of worship in Surabaya city, but this study found nine languages. Another result found from this study is that the function of LL

in tourism places is to provide information. This research is beneficial for readers in understanding LL more deeply. There are three main points of this present research. They are the kinds of linguistic landscape, kinds of languages, and the last the function of the linguistic landscape in tourism places of Surabaya. At a first discussion about the kinds of linguistic landscape found in three tourism places, the result discovers that are two main kinds of linguistic landscape based on Landry and Bourhis (1997), Gorter (2007), and Spolsky (1991). The researcher found 547 data that were analyzed according to the problem formulation in this study. First, the researcher focused on top-down and bottom-up based on Landry and Bourhis (1997) findings that LL is divided into two parts, namely top-down and bottom. The researcher found two parts from the first problem formulation according to Landry and Bourhis (1997) 372, namely top-down data and 175 bottom-up data. The researcher divides top-down and bottom-up data into several kinds of top-down data, namely the Public road sign traffic sign, public announcements, general signs, street names, and Button-up, namely private announcements, advertising, and name's shop.

Next, the researcher uses the findings of Gorter (2007), who suggests that the linguistic landscape has one or more languages. The researcher found many languages , Indonesian, English, Arabic, Javanese, Chinese, Dutch, German, French, Japanese, and Madurese, from the three tourism places. Of the many languages, not all languages exist only in one linguistic

landscape. According to Gorter (2007), the linguistic landscape uses one or more languages. So there are several kinds of languages used, namely monolingual, which uses only one language, bilingual, which uses two languages. Trilingual, which uses three languages.

Furthermore, the last is multilingual, which used four or more languages. In addition to the various languages found by the researcher, the researcher also found some uniqueness in language writing. For example, one language can use different or varied writing such as Indonesian, Arabic, and Javanese. From the data obtained, Indonesian writing is written in the alphabet, and Indonesian is written in Arabic or hijaiyah letters. While the variation for Arabic is to use the letters of the alphabet and use writing with hijaiyah letters. While the Javanese language also has two variations, the first is to use the alphabet letters, and the second is to use Javanese script writing. In addition, several languages are only used in multilingual such as Chinese, Dutch, German, French, Japanese, and Madurese. For example, in writing Japanese and Chinese, they do not use alphabet letters but use their respective languages. Not only that, but the researcher also found some spelling errors in English writing.

The last is the third problem formulation based on the findings of Spolsky (1991) that the linguistic landscape has a function for the linguistic landscape maker and the reader. From the survey obtained, the researcher was able to survey 30 people. From that person, the researcher collects data to solve the third problem formulation. Most of the visitors who came

to the three tourism places in Surabaya came from outside the city, as

many as 16 people, while those from Surabaya were 14 people, including

tourism places or office staff. From the results obtained, it can be

concluded that the three oldest tourism places in Surabaya and still famous

because they are still crowded with visitors. Because many visitors have

come many times but still visit these tourism places. In the survey

conducted by the researcher, the researcher gave two options for

answering to answer the function of the linguistic landscape, the first,

namely for information or the characteristics of tourism places. Of the

many visitors, more have a linguistic landscape function as information for

tourists. However, one visitor answered that the linguistic landscape serves

to show the characteristics of the tourism places. Another found that the

researcher got from the survey was that the linguistic landscape maker and

the linguistic landscape reader were the same or the objectives that the

linguistic landscape maker wanted to convey to visitors.

CHAPTER 5

CONCLUSION AND SUGGESTION

The last step of analyzing this present research is concluding the results. And not forget, the researcher also assigns some suggestions related to this study for future research.

5.1 Conclusion

The conclusion analyzes the linguistic landscape in tourism places in Surabaya, especially Ken park, Sunan Ampel mosque, and Surabaya Zoo. The researcher discovers about 547 signs spread in three tourism places. The first the researcher found that kinds of linguistic landscape applied in three tourism places. According to Landry and Bourhis (1997), LL is divided into two: top-down and bottom-up. The researcher grouped it with top-down, namely Public road sign traffic sign, public announcement, general signs, street names, and Butoom-up namely private announcement, advertising, and shop name. The tourism place that uses the most top-down is Ken park because Ken park is a tourism place with the most extensive place from other tourism places, so a lot of top-down is used to urge visitors to stay orderly when traveling. Total from top-down There are 216 signs in Ken park and 372 signs, including top-down signs. As for the bottom-up, which is often found in the Sunan Ampel mosque because this tourism place is a tour that provides the most significant market among other tourism places, so much bottom-up is used in the Sunan Ampel mosque. The bottom-up at the Sunan Ampel mosque is 125 signs

64

out of 172 signs, including the bottom-up.

The second the researcher found kinds of languages applied in tourism places. Some languages are applied in tourism places. They are Indonesian, English, Arabic, Javanese Madurese-german-French-Dutch-Chinese-Japanese. Madura-Germany-French-Dutch-Chinese-Japanese is a language found only in the Sunan Ampel mosque. The location of the Sunan Ampel mosque is what kind of tourism places in the northern region after Ken Park, but the language used in the Sunan Ampel mosque is very diverse. The diversity of languages used at the Sunan Ampel mosque can be influenced by the type of Sunan Ampel mosque, namely religious tourism and the oldest history in Surabaya. The language that is often used is Indonesian as the unified language of this country. At the same time, Arabic, Javanese, Bahasa, Madura, Dutch, French, German, Chinese, and Japanese are only found in the Sunan Ampel Mosque, Arabic. This shows that in SunaAmpel is a religious environment, so many people use Arabic, Javanese which shows that Surabaya, Madura, is used because most of the population in the tourism area is Madurese. While the Dutch language, French, Dutch, German, Chinese, and Japanese languages indicate that the tourism places are historical tours and often visited by foreigners. The last language, namely English, is used as a bona fide environment because it uses an international language.

The last one is about the function of the linguistic landscape based on Spolsky (1997), who shows that the linguistic landscape has a function.

The linguistic landscape that exists in tourism places has a function as information on tourism places. From 29 out of 30 people answered that the function of the linguistic landscape to provide information, not as a characteristic of tourism places. This is also in sync with why linguistic landscape makers make linguistic landscapes as information provided to visitors. From the results obtained, the researcher also found that the three oldest tourism places in Surabaya and still famous and crowded by many visitors from local visitors or visitors from outside the city.

5.2 Suggestion

Many studies about the linguistic landscape are conducted in the East Java vicinity, especially in big cities like Surabaya. This present research studies the linguistic landscape in tourism places of Surabaya. For the subsequent researches, it is better to do linguistic landscape in tourism places outside East Java. In order to know other varieties of linguistic landscape and languages that exist in the different tourism places.

In this research, the researcher applies a survey to know about the function of linguistic landscape in each tourism place. Suggestion for nest research, prepare the best questions first before surveying the tourist and staff of the tourism places. In this research, The researcher counts languages in each tourism place to know the kinds of LL and languages. Therefore, it is better for the next researcher to only calculates all languages in one table.

REFERENCES

Abdillah, MB. (2019). *Multilingualism and diversity of religions in Indonesia: linguistic landscape of places of workshop in Surabaya*. Surabaya: UIN SunanAmpel Surabaya

Auliasari, W. (2019).*A linguistic landscape study of state school and private school in Surabaya*. Surabaya: UIN SunanAmpel Surabaya

Beasley, R., &Danesi, M. (2010).*Persuasive signs: The semiotics of advertising* (Vol. 4). Walter de Gruyter.

Cenoz, J &Gorter, D. (2015). Minority languages and sustainable translanguaging: threat or opportunity? *Journal of Multilingual and Multicultural Development, 38*(10), 901–912.

Cenoz, J., &Gorter, D. (2008).The linguistic landscape as an additional source of input in second language acquisition.*IRAL-International Review of Applied Linguistics in Language Teaching*, 46(3), 267-287.

Cenoz, J. (2012). Multilingualism.*The Encyclopedia of Applied Linguistics*.

Fakhiroh, Z., &Rohmah, Z. (2018).*Linguistic landscape of Sidoarjo city*. NOBEL: Journal of Literature and Language Teaching,9(2),96-116.

Fhakhiroh, Z.2019.Linguistic *landscapes of Bangil: Sign identification of urban space in Kampung Arab.* Surabaya: UIN SunanAmpel Surabaya

Firdausiyah, H. (2019). *A linguistic landscape study in pesantrenputrimambaus sholihin Gresik*. Surabaya: UIN SunanAmpel Surabaya

Gorter, D. (2006). Introduction: The study of the linguistic landscape as a new approach to multilingualism. *International Journal of Multilingualism, 3*(1), 1479-0718. DOI: 10.1080/14790710608668386

Gorter, D. (2006). *Linguistic Landscape: A New Approach to Multilingualism Cleved on: England*.

Gorter, D (Ed) *Linguistic Landscape: A New Approach to Multilingualism* Multilingual Matters 2006

Gorter, D. (2007) *The Linguistic Landscape in Rome: Aspects of Multilingualism And Diversity*. Roma: Institute to Psychoanalytic PerleRecherche Social

Hamdiyah, M.Z (2019) *A Linguistic Landscape of Tourist Spaces: Multilingual Signs in Surabaya and Mojokerto's Heritage Sites*. Surabaya: UIN SunanAmpel Surabaya

Jurnal prosiding semantics. Retrieved on 5th March 2020, from https://jurnal.uns.ac.id/prosidingsemantiks/article/view/39023/

Kebun binatang terlengkap (2003). Retrieved on 6th March 2020, from https://www.google.com/amp/s/tribunjatimwiki.tribunnews.com/amp/

2019/11/15/pernah-sandang-predikat-kebun-binatang-terlengkap-di-asia-tenggara-kini-kbs-koleksi-2300-satwa/

Kumpulan tempat wisata Surabaya. Retrieved on 8th March 2020, from https://kumpulan.info/wisata/tempat-wisata/249-kebun-binatang-surabaya-kbs.html www.surabayazoo.co.id/

Landry, R. &Bourhis, R. Y. (1997).Linguistic landscape and ethnolinguistic vitality an empirical study.*Journal of Language and Social Psychology.*DOI: 10.1177/0261927X970161002

Landry, R, and Bourhis, R. (1997). *Linguistic Landscape and EthnolinguisticVitality: An Empirical Study*. Journal of language and social Psychology16 no.1

Littoseliti, L. (2010).*Research Methods in Linguistics. Continuum International Publishing Group*. London and New York.

Masjid sunan ampel. Retrieved on 10th March 2020, from https://alif.id/read/mahbib-khoiron/masjid-sunan-ampel-membaca-makna-arsitektur-islam-nusantara-b219720p/

Pangabean, Maruli. Bahasapengaruhdanperanannya .Jakarta Gramedia:1981.

Putra, A.A.E (2019) *The Bilingualism in Road sign, from The Perspective of The Linguistic Landscape*. Surabaya: UIN SunanAmpel Surabaya

Rafsanjani (2019) *A Linguistic Landscape study of advertising signs on shopping Mall and Traditional Market in Surabaya*. Surabaya: UinSunanAmpel Surabaya

Sari, A.D.M.W. 2019.*A Linguistic Landscape Study of Signage in Museum Batu East Java*. Surabaya: UIN SunanAmpel Surabaya

Shohamy, E., &Gorter, D. (Eds.). (2008). *Linguistic landscape: Expanding the scenery*. Routledge.

Siaksoft bahasa (2006). Retrieved on 10th March 2020, from http://www.siaksoft.com16/01/2006Tarigan/

Singhasiri, W. (2013).*Linguistic Landscape in the State Railway Station of Thailand: The   Analysis of the Use of Language*. The European Conference on Language Learning 2013

Soejono, Ag. MetodeKhususBahasa Indonesia. Bandung: C.V. Ilmu1983.

Sutthinaraphan, K. (2016). A linguistic landscape study of advertising sign age on Sky train   MANUSYA: Journal of Humanities, Special Issue (22),53-71.

Syamsuddin, A.R. SanggarBahasa Indonesia Jakarta: Universitas Terbuka Jakarta. 1986.

Tang, H. K. (2016). *Linguistic Landscaping in Singapore: The Local Linguistic   Ecology and the Roles of English*. Lund University.

Ulla, L. W. R. (2019). *Capturing the Linguistic Landscape of Two Islamic Universities in   East   Java: UIN SunanAmpel Surabaya and UIN Maulana Malik IbrahimMalang*. Surabaya: UIN SunanAmpel Surabaya

Walija, 1996.BahasaIndonesiadalamperbincangan. Jakarta: IKIP Muhammadiyah Jakarta press.

Yannuar, N. &Tabiati, S.E. (2016).*Public Signs in the City of Malang: A Study on the Linguistic Landscape of Indonesia*. The Changing Face of Language Pedagogy: Exploring Linguistics and Literature, pp. 123-138

Wordpress tata ruang. Retrieved on 5th March 2020, form https://leumburkuring.wordpress.com/tata-ruang-2/animasi-3d/metropolitan/